

# Season's Greetings

FROM

**MAD**

OUR  
PRICE

25<sup>c</sup>

CHEAP

No. 68

Jan. '62



# Who put the men in mental breakdown?

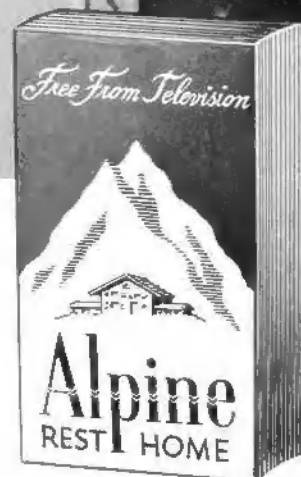


PHOTO BY LESTER KRAUSE

## Advertisers—that's who!

When you get to the point where you're ready to crack up from constant irritation by sickening commercials on television, and ridiculous ads in magazines... *The place to go is Alpine!*

The crisp, fresh air around Alpine will clear your head and restore your sanity. This lovely rest home is high in the Swiss Alps, where there's no TV—and no magazines! *Come to Alpine!*



Send for this free brochure  
Est. by Morris Philip



# MAD

"The main thing wrong with the younger generation is:  
A lot of us don't belong to it anymore!"

—Alfred E. Neuman

**PUBLISHER:** William M. Gaines **EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam **PRODUCTION:** Leonard Brenner

**EDITORIAL ASSOCIATES:** Jerry De Fuccio, Nick Meglin

**LAWSUITS:** Martin J. Scheiman **PROPAGANDA MINISTER:** Larry Gore

**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli, Anthony Giordano

**CONTRIBUTING ARTISTS AND WRITERS:**

The Usual Gang of Idiots

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## VITAL FEATURES

### MIDNIGHT TV ROULETTE..... 4



This new game affords a relief from those horror movies and the Jack Paar Show—which is a horror any way you look at it!

### IF "STARS" HAD ORDINARY JOBS..... 10



Here's what some big TV and Movie Stars would be doing if they hadn't gotten that "lucky break"—mainly doing honest work!

### CELEBRITIES' WALLETS..... 18



MAD peeks inside Senator Barry Goldwater's wallet—examines its contents—and finds that things are all "right" in his world!

### THE COMICS CHRISTMAS PARTY..... 24



Office Xmas Parties are where most people choose to become characters, but here's a party where the characters become people.

### LANGUAGES OF THE U.S.A..... 27



There are several kinds of business languages in the U.S.A., but they all have a basic origin, the language of double-talk!

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MAD takes a look at the goings-on inside College Fraternities, and finds that all men are brothers... until they join one!

### WHAT DO YOU DO FOR A LIVING?.... 39



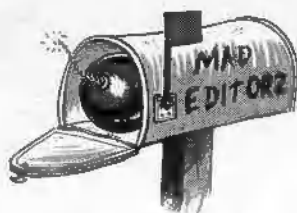
Sometimes, Daddies have a tough time explaining how they make a living to their youngsters—at least we do at MAD!

### THE GUNS OF MINESTRONE..... 45



MAD levels a "blast" at the "Guns" with a "burst" of gags in an "explosive" version that manages to end up as a bigger "bomb"

## LETTERS DEPT.



### A GOOD SPORT



I've just finished reading your strip on Bobby Darin ("Celebrities' Wallets"—MAD #66) and thought it was hilarious. Seeing that I know him so well, it becomes even funnier.

Bobby Darin  
Los Angeles, Calif.

### SLICK COMMENT

I was glancing through the latest issue of "Cosmopolitan" when I came across an article, "The Most Popular Characters in the World." The following paragraph was included:

"One of the strangest trends of all is perhaps the one aptly characterized by the title of what has been called 'the zaniest, goofiest, brashest magazine in America:' MAD. Not only does this sell more than one million copies per issue on the newsstands, but MAD material in pocket-book format has sold upwards of four million copies—and is still going strong. After six years, this completely insane magazine is in great demand, and has been so successful that it has stimulated more than fifty imitations."

Michael Wheeler  
Clovis, Calif.

### HOT STUFF

My whole family thought that your latest issue (#66) showed a real flare for humor. Mainly because we burned it!

Dave Burnett  
Salt Lake City, Utah

### UNIQUE LETTER

I could probably get a letter printed in your magazine by devising a unique way to insult your "trashy magazine" as so many other clods have done, but I'd rather just compliment you on publishing a fine magazine.

Ronald Barat  
N. Long Beach, Calif.

### A "MAD FILLER"

Your satirical ad for "Dee-Cayers" was more truth than riotry! I have it framed and hanging in my office waiting room. Congratulations!

Robert H. Digby, D.D.S.  
Lansing, Mich.

### BRINGING THE WORD

Recently on a local radio station, I heard the D.J. quote a MAD article word for word. Does this mean that MAD is bringing its message to millions via the airways now?

Donna Miller  
Ft. Worth, Texas

No, it means the D.J. is stealing our stuff! —Ed.

### HER SLEEP IS SHOWING

I have a problem. My parents disapprove of MAD, and so I have to hide all my issues between the mattress and the box spring. Since buying the last three or four copies, I haven't been able to sleep at night because of the lumps from my MADs. Since you publish the magazine, I feel it's your responsibility to give me a solution to my problem.

Margaret Kobliska  
Ft. Lauderdale, Fla.

You made your bed—now lie on the floor next to it! —Ed.

### FOR COMPARISON

After reading your latest issue, I arrived at the conclusion that every college should be equipped with MAD Magazine for the purpose of studying satire.

Jeanette Berney  
Omaha, Nebraska

Mainly, the right way—and the "MAD" way! —Ed.

### FOUR'S A CROWD

There are four "Mad" people in our family who all want to read your magazine at the same time, namely the minute our postman puts it in the mailbox. What do you suggest?

R. K.  
Hawthorne, Calif.

We suggest you take it out of the mailbox first! —Ed.

### DON MARTIN BOOK

Why don't you publish a collection of Don Martin cartoons? They make more sense than the rest of the magazine!

Nelson Sullivan  
Kershaw, S.C.

Signet Books is currently preparing a collection of "Don Martin Cartoons" which will be published shortly! —Ed.

### MOVING QUESTION

How come you moved from your old run-down offices downtown to your new run-down offices uptown? Were the cockroaches in the old place dancing on the typewriter keys at night and producing funnier material than the day shift?

John F. Majors  
Seattle, Wash.

It was no surprise to me that you guys moved from your old run-down office to your new run-down office. I figured that sooner or later you and your zany crew would be evicted!

Robert Klein  
New Orleans, La.

### ONE FAITHFUL READER

I would like to say that you have one faithful reader who never misses an issue. I'm not him, but I'm sure you have one somewhere!

Clay Bryant Jr.  
Kennesaw, Georgia

### POOLING OF INTERESTS

One rainy day, as I was riding through Camden, New Jersey, I noticed a High School boy stoop by the curb and repeatedly dunk the current issue of MAD into a rather deep puddle. I'm not sure just what he was doing, but it struck me as some kind of sacrilege!

Don Zepp  
Moorestown, N.J.

Maybe he doesn't like dry humor! —Ed.

### VOICE OF EXPERIENCE

Since I began working as Art and Layout Editor of our school paper, I realize how much work, careful planning, and frustration must go into each issue of MAD. My work has made me appreciate MAD even more.

Patricia Ranalletta  
Rochester, N.Y.

### NEED FOR ALARM

Yesterday, I bought the latest issue of MAD, and today my house caught fire. Does this mean something?

Harold L. Nussdorf  
Flushing, N.Y.

Yes! Stop reading and GET OUT! —Ed.

#### POINT OF NO RETURN

Our school is one of the most enlightened in the country. Not only did three of our teachers let us read MAD openly, but they carried the magazine around, too, and one of them had a subscription. However, for some strange reason, none of these benefactors will be back this fall!

Sharon Schraudenbach  
Altona, Illinois

#### MAD JOB HUNTER

I was fired when I was caught reading MAD during working hours. Do you have an opening for a MAD journalist?

Malcom Musgrave  
Casino, New South Wales  
Australia

Not right now—but next time you're in the neighborhood, drop in! —Ed.

#### WHAT—HIM WORRY?

One Sunday on the I.R.T. Subway in New York, a man got on with a copy of MAD. Then the train stalled in the tunnel. After several minutes, everyone became nervous and fidgety, but the fellow reading MAD didn't move a muscle the whole time we were stuck.

Linda Fogel  
Brooklyn, N.Y.

#### MAD REACTION

Every time I read MAD, I get a headache! Is there something I can do about this? Should I try reading other magazines?

Bennie Elmore  
Munich, Germany

Why trade your headache for an upset stomach? —Ed.

#### BI-PARTISAN REPROACH

I am old enough to have known and read "Ballyhoo," which was a primitive forerunner of MAD, but lacked the rich material for satire so prevalent today, nurtured by the fertilizer of television, Madison Avenue, Hollywood and a really "Mad" political climate. MAD is fortunate to have targets for its satire flourishing like weeds. And I am thankful that MAD spares no phonies when they present themselves. The poetic justice of it all is wonderful, since MAD so adeptly flings back at these phonies their own torrents of bunkum, and makes them stick so stingingly. You have spared neither Republican or Democrat, and this demonstrates your basic integrity.

John Russell Owen  
Hollywood, Calif.

It also demonstrates our basic stupidity! —Ed.

Please address all correspondence to:  
MAD, Dept. 68, 850 Third Avenue  
New York City 22, N.Y.

# TAPPING YOUR BRAIN FOR Christmas Cheer?



## Give a Gift Subscription to:

# MAD

### WE'LL SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT TELLING WHOM TO BLAME!

#### MAD SUBSCRIPTIONS

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NEW YORK 22, N. Y.

Enclosed is \$2.00. Please send a  
9-Issue MAD Gift Subscription to:

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

AND SEND A CHEERY CHRISTMAS GIFT  
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AND SEND A CHEERY CHRISTMAS GIFT  
ANNOUNCEMENT BLAMING:



## CHANNEL CROSSING DEPT.

About a year ago, MAD offered an article called "Commercial Roulette" in which we showed the risks involved in constant dial-switching when the commercial comes on — mainly you might end up catching only the commercials. But nowadays, there's an even worse risk involved in constant dial-switching — mainly you might end up with what the TV networks offer as entertainment. However, there is a time of day when lots of fun can be had by constant dial-switching, and that's late at night, when the majority of people — the ones that count — have gone to bed, and the networks relax and pacify late viewers with cheap entertainment like



# MIDNIGHT TV

ARTIST: JACK RICKARD

Good evening, friends! Time once again for "Monster Playhouse"! Tonight's movie features a potpourri of Creatures from the World of Horror! You'll meet *Count Dracula*... the *Wolfman*... *Frankenstein*... and the most frightening creature of all—



Here's Jack!

Thank you! Thank you! My—you people certainly know how to treat a Star! Incidentally, I've been getting a lot of letters lately asking me—

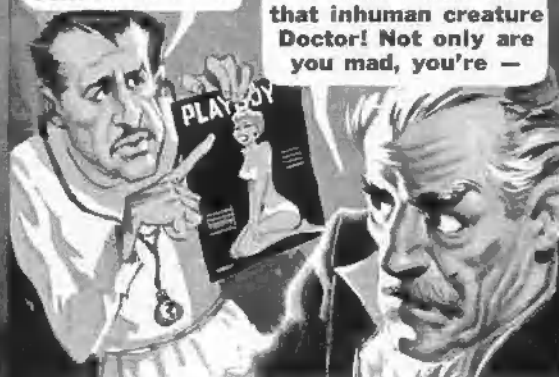


—Sexy Hugh Downs! That's what they call him! Of course, I think I'm far sexier than Hugh! If you don't believe me, you can ask—



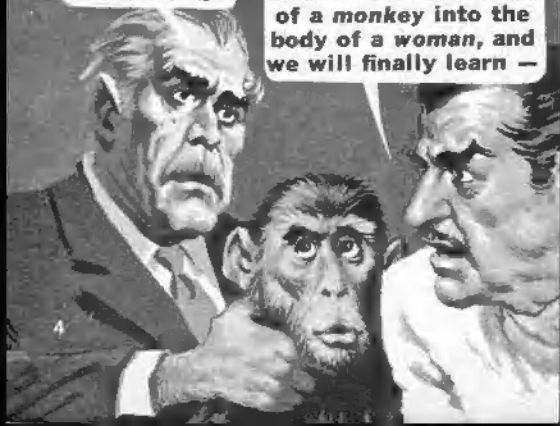
THE BRIDE OF FRANKENSTEIN!

You're mad if you think I'll agree to make a wife for that inhuman creature Doctor! Not only are you mad, you're —



— the brain of a monkey!

Yes! I like your plan, Doctor! Put the brain of a monkey into the body of a woman, and we will finally learn —



—what Jack Paar is really like!

I don't know why people keep asking me what I'm really like! You can see for yourself! I don't try to hide it! I'm just a guy with—



.. It makes MILTON CROSS to see MARIA CALLAS!

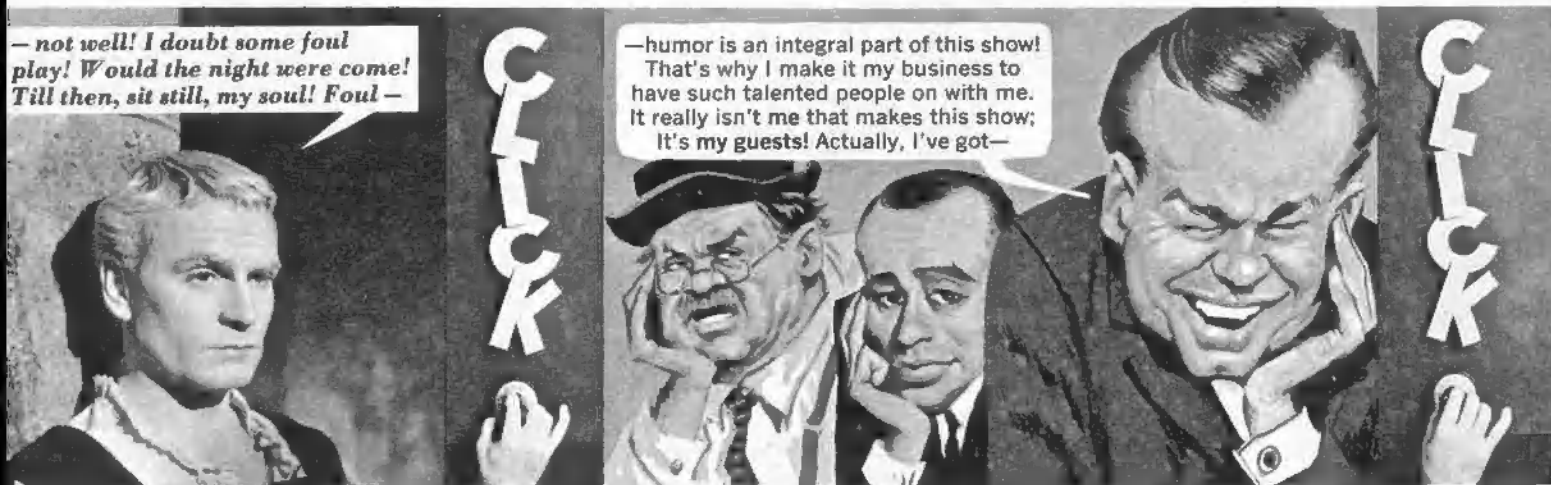
STAY TUNED FOR THE  
"THE  
JACK PAAR  
SHOW"

STAY TUNED FOR THE  
33RD RE-RUN OF  
"HAMLET"  
ON THE LATE SHOW

Yep, that's when the fun begins — because all you have to do is to keep switching from channel to channel, and enjoy stuff like this — as you play MAD's new game:

# ROULETTE

WRITER: GARY BELKIN



—José Melis! One thing about José—he doesn't care what I do, as long as he can ride home with me every night! Pal, one of these days, I'm going to take you with me and walk off this show and never come back!



—'tis a consummation  
Devoutly to be wish'd.  
To die, to sleep;  
To sleep: perchance to—

CLICK



CLICK



— meet  
Count  
Dracula!

There's something  
strangely familiar  
about you, Count  
Dracula! Aren't you  
known by another  
name? Aren't you  
known as —



— coming  
back to  
destroy us!  
They all  
keep coming  
back! Night  
after night!

What have we  
done to deserve  
this? Why must  
we suffer so?  
Why do these  
creatures haunt  
us and plague  
us? Why? WHY?

CLICK



For a  
lousy  
\$320!  
That's  
why!

Listen, Joey!  
There's a good  
reason for  
that!

That's Hugh!  
Always coming  
to my defense!  
Actually, Hugh  
is a—a—



CLICK



— a fellow of infinite  
jest, of most excellent  
fancy: he hath borne me  
on his back a thousand  
times; and now, how  
abhorred is —



—from the TV Networks! You know, I'll  
bet if I were on during prime evening  
time, I'd really knock 'em dead!

CLICK



CLICK



You will lose the wager, my lord.

I do not think —





CLICK

—Genviève! Many people don't know this about Genviève, but she speaks perfect English! That French accent is phony! Right, Honey?



Oh, no, Jacques! No, no, no, *non!* No, Jacques! No! Oh, *mais non!*



CLICK

The lady doth protest too much, methinks.

O, but she'll keep —



CLICK

—your personality, Jack! That's why people watch this show! Because, with your kind of person, they never know what will happen next!



Thanks, Hugh! Speaking of this show, a lot of people across the country feel—



CLICK

THIS EVIL THING MUST BE DESTROYED!

KILL THE MONSTER!

AND THE MEN RESPONSIBLE! DRIVE THEM —



.. Would FRANK GALLUP if he saw BARBARA RUSH?

—you have talent, Jack!

See? They all love me! Hugh! José! Joey! Genviève! They really love me! You know what I'm going to do? I'm going to sit back and let all the people on the show tell you folks out there how much they love me. Go ahead, Gang! Say something nice about me!



CLICK

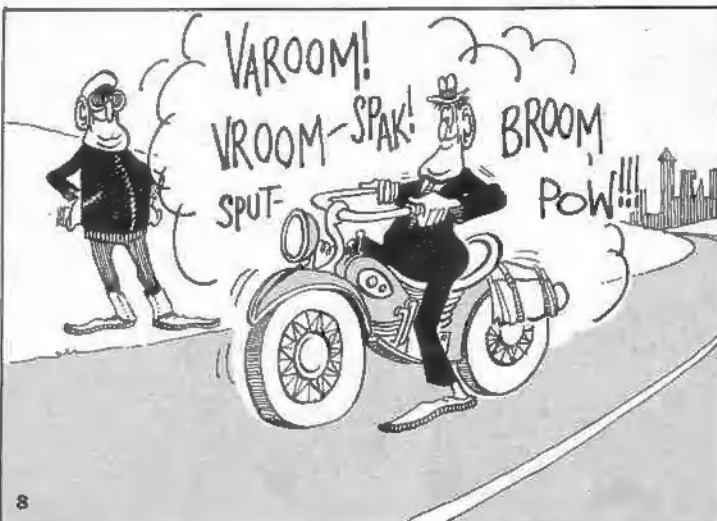
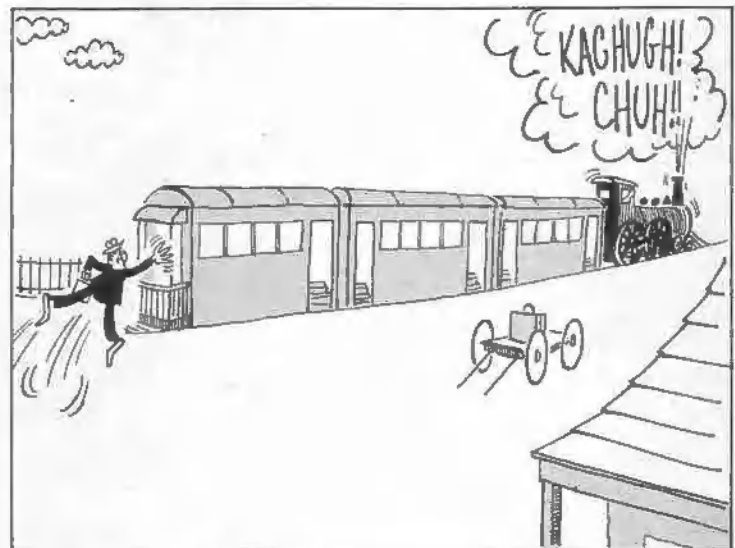
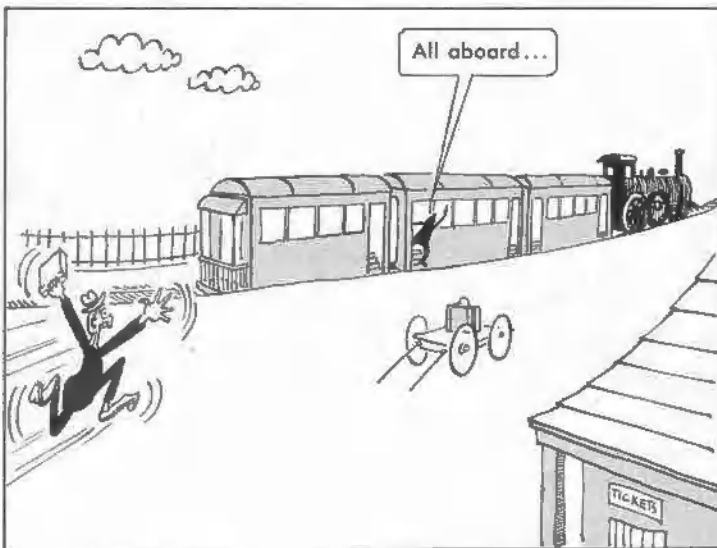
The rest is silence.



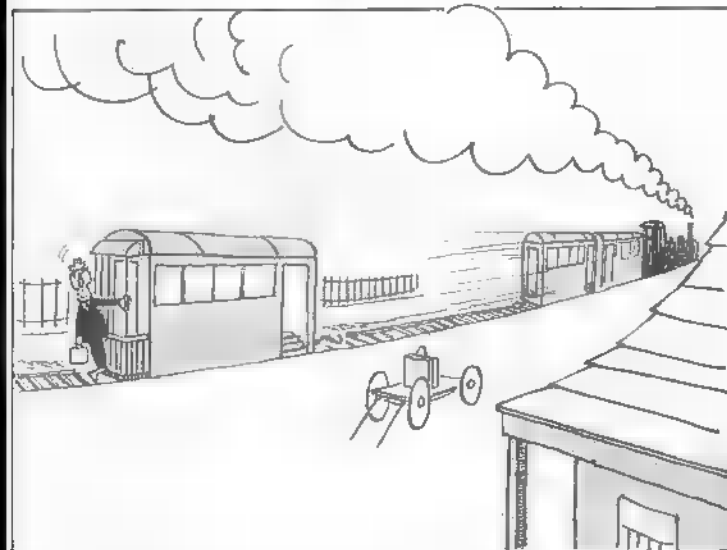
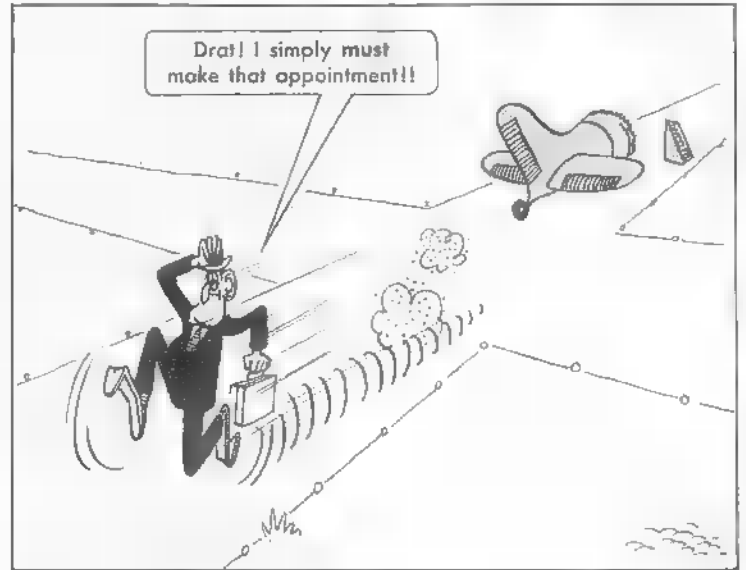
## DON MARTIN DEPT. PART I

Don Martin, MAD's maddest artist, is "disturbed" by many things, one being modern transportation which he claims aggravates his "split personality". For example, observe what happened to Don the day he tried to keep

# THE



# APPOINTMENT





## WHAT NEVER HAPPENED TO—? DEPT.

Take a look at those big TV and Movie "Stars"! They just stand in front of cameras, and get thousands of dollars a week! And all because of some "lucky break" that put them on the road to stardom. But what if they'd never gotten that "lucky break"? Where would they be? Out making honest livings like the rest of us clods! That's

# IF "STARS" HAD

ARTIST: MORT DRUCKER

F'rinstance, what if **GROUCHO** had never joined his brothers in a comedy act?



And if friendly, ever-pleasant, fun-loving **ART LINKLETTER** hadn't become an

Gentlemen of the jury — before I sum up the case for my client's murder trial, I'd like to ask you a question . . .

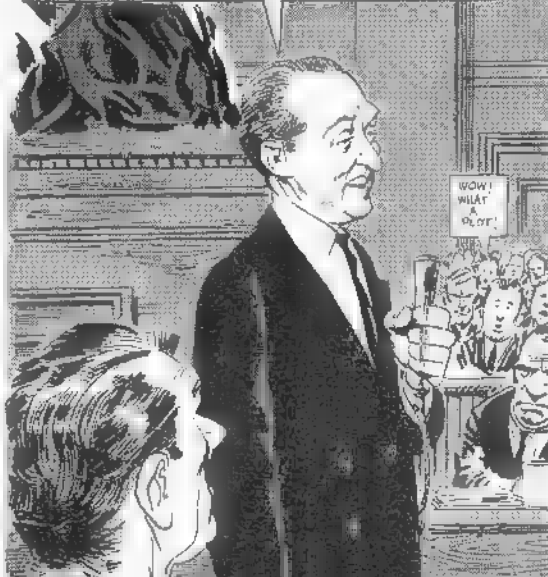
Aren't we all having fun here today? Haven't the witnesses been just wonderful? And weren't the court stenographers a wonderful bunch? Everyone's been wonderful! Especially you out-of-towners in the audience!



• CHESTER BOWLES, but he won't show QUINCY HOWE!

Now, my client has been accused of poisoning the Widow, viciously assaulting the Upstairs Maid, and stealing \$12,000 which was found on him when he was captured by that Private Detective!

Well, maybe he did all these things! The important thing is: He's been a good sport through this whole sordid business!



And he's also a fine, fun-loving, typical American Family man! To prove this, I'd like to call my final witness to the stand — the defendant's son — six-year-old little Harvey! Isn't he adorable, folks? Don't you just love kids?



# ORDINARY JOBS

He might have ended up as an **INFORMATION CLERK** in an Airlines Terminal . . .



Tell me, Harvey!  
How old are you?

Six!

And what would  
you like to be?

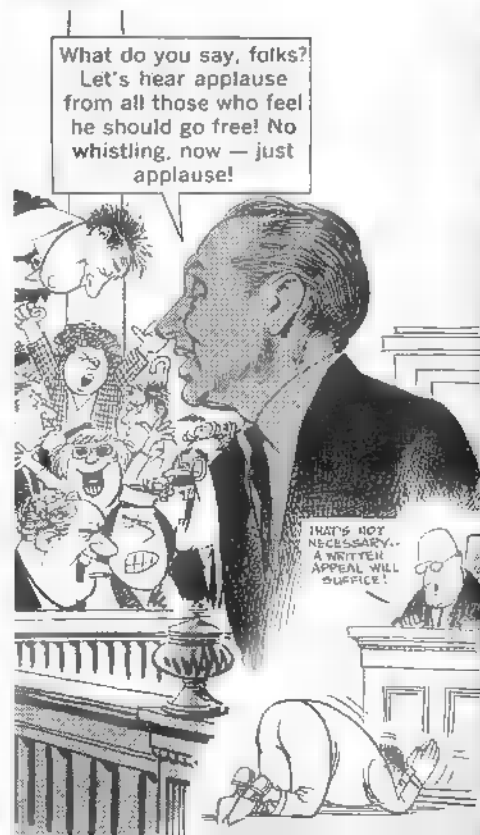
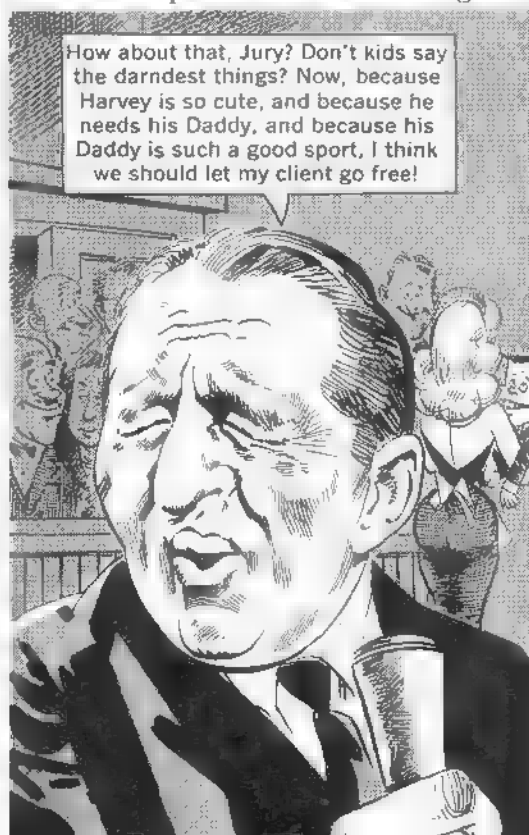
Seven!

No, what do you  
want to be when  
you grow up?

A Private  
Detective!

That's cute! And  
if you can't be a  
Private Detective,  
what would you  
like to be?

An Upstairs  
Maid!



Suppose spirited **MITCH MILLER** hadn't made it big in the Music Business with

Hello, boys! My name is Mitch Miller! Welcome to 6th period Gym. I know you have a tough schedule of classes, so we'll try to make Gym as interesting as possible. We've got all the facilities! We've got baseball and basketball . . . We've got handball and weight-lifting—We've got volley ball and ping-pong, and a lot of dandy games! What ain't we got? We ain't got dames! Naturally! This is 6th period **Boys Gym**!

Now, whatever sport or exercise you participate in, I insist it be done in unison—and in rhythm! I want to see harmony in your exercises! You watch me, and I'll lead the way! When I do push-ups, you will "Push Along With Mitch"! When I do chinning, you will "Chin Along With Mitch"! And when I collapse, you will "Collapse Along With Mitch"! Is that clear? In unison! In harmony! I don't want anybody collapsing out of order! We all collapse together! Anyone collapsing by himself will be failed immediately!



Let's see what it would be like if cooperative and amusing **CHET HUNTLEY** and

Good morning, Mr. Forbush! This is Chet Huntley—in Accounts Receivable—

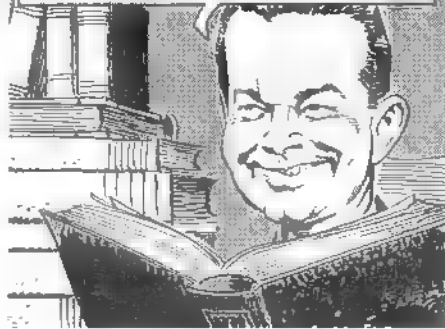
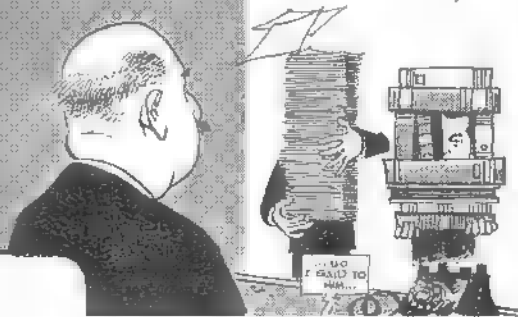
And this is Dave Brinkley—in Accounts Payable

Let's take a look at your company's Profit and Loss Statement for the current fiscal year! Dave . . . ?

Right, Chet! An interesting sidelight to the balance sheet this year is the fact that Mr. Smathers, the 87-year-old bookkeeper, still insists on writing with a quill—leaving big ink blotches all over the Assets Section!

And there was one more amusing note about the Balance Sheet! It didn't balance!! Chet . . . ?

Well, the picture in the Profits and Loss Section doesn't warrant optimism. Although sales increased by a whopping \$2,572,000, this has been offset by two factors: (1) Operating expenses have increased 175%, and (2) Your son-in-law pilfered \$985,000 from "Petty Cash"! Got a "Petty Cash" story, Dave?



What if **BORIS KARLOFF** had failed at movies, and opened **KARLOFF'S DINER** . . .

I'd like a Swiss on rye, please!

An excellent choice, Madam! Would you like him rare—or well done??

Choke—on second thought, cancel my order!

Perhaps you'd like me to make you a toasted English!?

How about a melted American on white?

Or a French—fried?!

Come back! I could warm you a Danish!

We've got Chinese—cooking!!





I'm sure no one wants to fail, do they . . . ?

No, Mr. Miller!

I didn't hear it! A little louder, please?

No, Mr. Miller!

Once more, now! Everybody shout it out in unison! With harmony!

No, Mr. Miller! Cha-chacha!

Good! Now we're ready for our first medley of exercises! We'll split up into five groups! The first group will do push-ups! The second group will do chin-ups! The third group will stamp their feet in time to the push-ups! The fourth group will hum in time with the chin-ups! And the fifth group will be the "listeners"! Everybody ready? Let's Sweat Along With Mitch!!

You idiots! I'm not interested in "sidelights" and "anecdotes"! Get to the point! Did I make any **MONEY???**

Oh, that! You tell him, Dave!

No, you tell him, Chet!

No, you Dave!

No, you Chet!

Well, to tell the truth, Mr. Forbish . . . you and your company are **BANKRUPT!**

Dave, why don't you conclude with an interesting "Bankruptcy Anecdote"?

Right, Chet! It seems that—

Good morning, Mister Sullivan! Got any Bass today?

A really big one, Mrs. Bushnick! And in addition—we have—seated in the fishtank—a special today! After appearing off Nova Scotia for three stupendous weeks, we have with us—a 12-pound Smoked Herring!

I know it's in there somewhere! Will the Herring please stand up and take a bow?

Coverly


Never mind! How's your Flounder?

Sorry--no Flounder today! but next week--right here on this counter--14 that's right--14 Mackerel! will appear exclusively! No fish store in the neighborhood will have these Mackerel for 3 weeks before--or after their appearance in this store!

**COMING NEXT WEEK--**  
 12 OZ. BAKED  
 MACKEREL  
 THROUGHOUT  
 THE YEAR 1991

WE DON'T WANT  
 ANY OF YOUR  
 FISH TO LEAVE!

And now, if all you customers are ready, I'll bring out today's feature buy! For the first time at any fish store in the country . . . a whole school of South African Lobsters will be placed on ice here at my store . . . at 80¢ ■ pound! Let's really welcome them! Let's hear it for the South African Lobsters!



## THE CLAUS THAT DEPRESSES DEPT.

This is the season of the year when Crooners are dreaming of a "White Christmas"... and Store Owners are counting on a "Green" one! So before the Christmas Spirit passes out — with the arrival of the bills, MAD decks its pages with hunks of folly, and presents...

# A MAD LOOK AT



Who is this Roger Kaputnik you're sending a Christmas card to?

I don't know! I thought he was a friend of yours!

So how come you send him a card every year?

Because he sends us one!

Do you realize he must be going through this very same scene at his house?!

Then let's put a stop to this nonsense once and for all! I'll tear up the card!

No! Better not! He may think we're mad at him!



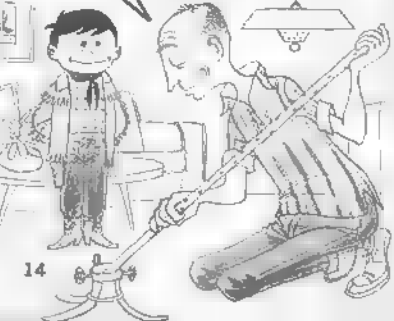
\*\* The cocktails made BILLY WILDER, MARTHA HYER and kept JAY C. FLIPPINI

When I was a boy, we used to bundle up warm, trudge through the snow, hike out into the woods, find a nice fir tree, chop it down, and haul it, for miles back to the house!

Today, they sell you a streamlined pile of metal consisting of a base, a pipe with holes, and some rods—which all fit together in 15 minutes—and they call THIS a Christmas Tree!!

Gee, Dad! You're right! Let's bundle up warm, trudge through the snow, hike out into the woods, find a nice fir tree, chop it down, and haul it for miles back to the house!

Whaddya think I am? Some kind of nut??



# Christmas

WRITER & ARTIST: DAVID BERG



.. Shall I take CELESTE HOLM, or will CLINT WALKER?







Look at the big box Grandma sent you!

Open it up and let's see what's in it!



Look at that!

A real Fire Truck —with a real bell that rings!



Take it out! I want to play! Take it out of the box!



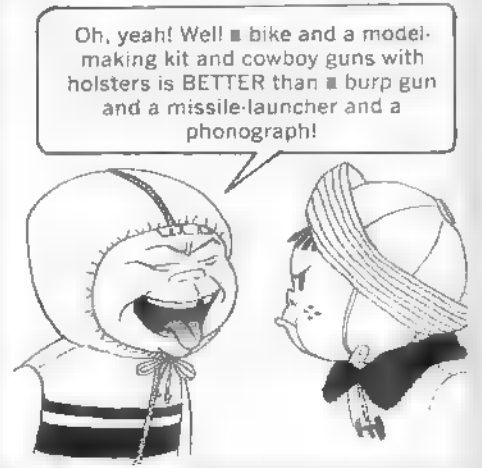
Clang! Clang! Clang!



Look what I got for Christmas, Melvin! I got a new bike ... and a model-making kit ... and a set of cowboy guns with holsters!



Look what I got for Christmas, Herman! I got a burp gun ... and a missile-launcher ... and a phonograph!



Oh, yeah! Well a bike and a model-making kit and cowboy guns with holsters is BETTER than a burp gun and a missile-launcher and a phonograph!

\*\* If HUGH DOWNS a whole fifth, would AUDREY TOTTER and HOWARD KEEL over?



8TH FLOOR!



Grunt!



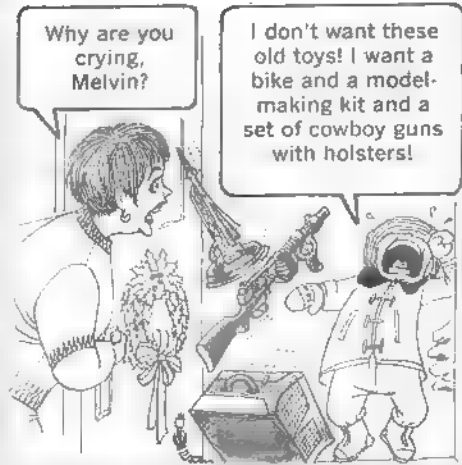
Here! Let me help you, Boss!



Frankly, I don't think eliminating Christmas gratuities this year was such a good idea after all!



.. If they made ALAN KING and WILLIAM PRINCE and PATTY DUKE, would JANICE RULE?



# 8-BALL IN THE EXTREME RIGHT POCKET DEPT.

Once again, MAD presents the future based on the proposition that you can tell an awful lot about a person when you study the contents of his wallet—like for instance how hard he can hit you in the mouth for picking his pockets. Anyway, here's our fictionalized version of things we'd probably find in this "Third of a Series" revealing the contents of . . .



## IDENTIFICATION

NAME SEN. BARRY GOLDWATER

ADDRESS PHOENIX, ARIZONA

+ WASHINGTON, D.C.

OCCUPATION AMERICA'S SAVIOR

IN CASE OF EMERGENCY, NOTIFY:  
THE WHOLE COUNTRY THAT NOW  
IT'S IN SERIOUS TROUBLE !!

## CLINT'S CUT-RATE MAGAZINE SUBSCRIPTIONS

3rd and Main, Phoenix, Arizona

Yes, I like to keep up with the latest news and developments

PLEASE RUSH ME;

**COLLIERS**

(Fill in magazine of your choice)

AT THE REDUCED RATE OF  
20% OFF NEWSSTAND PRICE

NAME BARRY GOLDWATER

ADDRESS PHOENIX, ARIZONA

## THE PRESIDENT WILLIAM MCKINLEY FAN CLUB

PHOENIX CHAPTER

BE IT KNOWN BY ALL PRESENT THAT

SENATOR BARRY GOLDWATER

HAS BEEN APPOINTED AN

**HONORARY MEMBER**

"Bring back the good old days!"

Fenwick Mickel  
Chairman

Friday, Oct. 20, 1961

**TV HIGHLIGHTS**

(continued)

(9) **MILLION DOLLAR MOVIE**—Drama "The Bride of Alfred E. Neuman" See 7:30 P.M. Ch. 9, for details.

10:00 (1) **TWILIGHT ZONE**

A man discovers a way to transport himself backwards in time to the 19th Century. Rod Serling, host.

(2) **FATHER IS AN IDIOT**  
Fred MacMurray proves once again

**S 476 Sing So Lo HAND LAUNDRY**

Constitution Avenue at 13th Street

豪傑龍  
靡前路

Remind Peggy to give my shirts to AMERICAN laundries only—from now on!!

朝陵銀



# CELEBRITIES' WALLETs

ARTIST: BOB CLARKE

WRITER: ARNIE KOGEN

## The Bentley Building & Construction Co.

"We Build Anything...Anywhere!"

HOME OFFICE: NEW YORK CITY

Senator Barry Goldwater  
Washington, D.C.

October 24, 1961

Dear Sir:

As per your request, here is our cost estimate for building a ten-mile high wall around the United States:

Eastern Shore.....	\$2,430,500,000.
Southern Border.....	1,376,250,000.
Western Shore.....	2,300,000,000.
Northern Border.....	3,130,000,000.
Extra wall around Alaska.....	250,000,000.
Hawaii (optional).....	75,000,000.
Total.....	\$9,561,750,000.
Less U.S. Senator Discount.....	200.
Final Total.....	\$9,561,749,800.

Faithfully yours,

*R. R. Bentley*  
R. R. Bentley

## "You're Invited!"

A party, a party...  
We hope that you will come!  
It's a festive occasion...  
Relax and join the fun!

The Date: Saturday Nov 19, 1961  
The Place: The Usual  
The Host: The John Birch Society  
The Occasion: Monthly

"We've Uncovered Another  
Subversive Dance"  
Star Spangled Banner  
promptly at 8:15

Dear Barry  
Hope you can make it!  
You were a "smash" last  
month with your Nixon  
imitations.  
Yours Conservatively  
Bob Welch, Jr.



"GOLDWATER IN 1964"



CAMPAIGN HEADQUARTERS

CONFIDENTIAL MEMO

Please, Barry...I implore you! Reconsider before you release this next statement to the press!! It may be going a bit too far, even for you! I know you feel as strongly about this as you did about Cuba and Red China, but you simply can't just come out and say...  
"We should declare war on Great Britain!"  
Just because they have a Socialist Party! Really!! We could stir up a little trouble on this one. (Lawford might complain to Kennedy!) I suggest we wait for six or eight months, and then break it gently. H.R.

From The Office Of  
The Campaign Manager

## CAPITOL HILL RECORD SHOP

"Where The VIP's Buy Their LP's"

Pennsylvania Avenue & 14th Street Washington, D.C.

BILL TO:

Senator Barry Goldwater  
Senate Office Building

1 album	
"Great Song Hits of the 19th Century"	\$4.98
1 Special Collector's item, (78RPM shellac)	
"Herbert Hoover's Acceptance Speech,	
1928 Inaugural"	\$1.50

Plus:

Special Charges for Damages:

Destroying:	
4 Albums, "The Bolshoi Ballet"	\$18.50
6 Albums,	
"Jose Melis Plays Cuban Favorites"	\$30.50
TOTAL.....	\$49.00
GRAND TOTAL.....	\$55.48

PLEASE REMIT!

THE HOUSE THAT JERK BUILT DEPT.

# INSPIRATIONAL POEMS

## BY, FOR AND ABOUT

# THE NATION'S BUILDING MEN

ARTIST: JOE ORLANDO

WRITER: LARRY SIEGEL

### O BUILDER! MY BUILDER!

by Walt Wetman

O Builder! my Builder! our dreadful house is done,  
There's devastation in your wake, it looks just like Bull Run;  
The toilets leak, the closets creak, the basement's filled  
with water,  
We're killing termites by the score, come back and watch the  
slaughter;  
But O heart! heart! heart!  
O the bleeding drops of red,  
My dreams of joy and pleasure lie  
Fallen cold and dead.

O Builder! my Builder! come back and clear the rocks;  
Come back—my plot of land looks like a case of chicken pox!  
From you came vows of rich, green grass—and lots of good  
landscaping,  
But as I gaze upon my lawn, at Death Valley I'm gaping;  
Here Builder! dear Builder!  
You've taken all my blood!  
For a summer-time of desert,  
And a winter-time of mud.

My Builder does not answer, his lips are firm and still,  
He's busy building other homes somewhere across the hill,  
He's planning brand new deserts, destroying brand new trees,  
And watering new basements for brand new families;  
I yearn to move, O Builder!  
From this place where I have bled,  
But on the floor my bankbook lies,  
Fallen cold and dead!



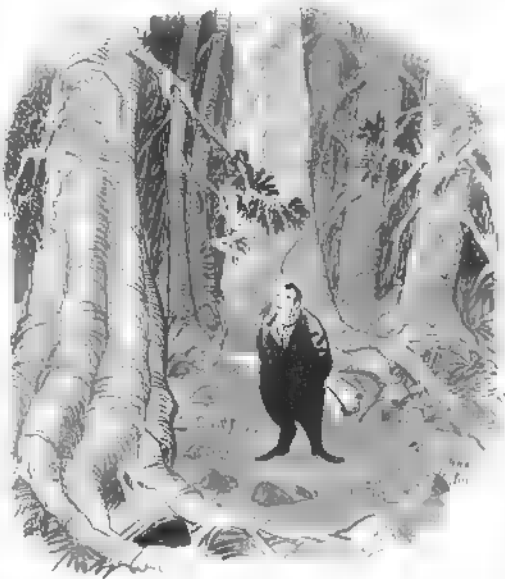
*We searched among our pile of scripts  
For articles that would attest  
The merits of "The Building Men",  
Those dirty—uh—we'll skip the rest!*

*But nothing we could say in prose  
Can do the job quite like a poem,  
Especially if the writer has  
Moved recently to his new home!*

## TREE

(A Builder's Lament)

by Joyce Killmore Oaks



*I think that I shall never see  
A sight more sickening than a tree.*

*A tree that takes up so much space  
Where cheese-box homes could stand in place.*

*A tree that looks at God all day,  
While my God is the F.H.A.*

*A tree that houses only birds  
On land I'd like for human herds.*

*Upon whose trunk my men cause pain  
With great bulldozer and with crane.*

*Homes are built by swine like me,  
And e'er I'm through, God help the tree!*

## PIVNICKTOWN

by Carl Sandyburgh

*Conformity Symbol for the World,  
Monotonous Development,  
Player with People's Life's Savings, and the  
Nation's Cheese-box Forest;  
Ugly, puny, choking,  
City of the Big Windfall Profit:*



*They tell me you are confusing and I believe them, for I have seen  
my son live with the neighbors next door for three years  
without knowing the difference.*

*They tell me you are confining and I answer: Yes, it is true  
that I have eaten at 14 different cook-outs given by 14  
different families without once leaving my hammock.*

*And having answered I say to them:*

*Come and show me another city where you can talk to a neighbor up the  
block without using a phone—or opening a window.*

*Come and show me another city that is built by an architect with  
one pencil, one set of blueprints, and 1300 pieces of carbon paper.*

*Fierce as a dog, strong as a lion, I have seen our Founder, our  
Benefactor, Ferdie Pivnick, in the wilderness,*

*Bareheaded,  
Shoveling,  
Wrecking,  
Planning,  
Bribing, stealing, making fortunes,*

*And other Pivnicktowns.*

*Under the smoke, dust all over his mouth, laughing with white  
teeth—all the way to the bank,*

*Under the terrible burden of destiny, laughing as only an old man  
laughs who has nine cousins with the F.H.A. and a brother who  
is Secretary of the Interior,*

*Laughing!*

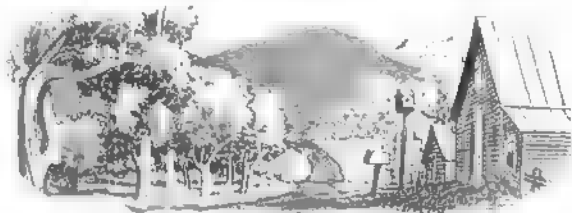
*Laughing the stormy, husky laughter of Greed and Power, sweating,  
salivating, printing fairy tale ads, lying, luring, foreclosing,  
building future tenements, proud to be Founder of the Conformity  
Symbol for the World, Owner of the Monotonous Development, Player  
with People's Life's Savings, Lord of the Cheese-Box Forest and  
Monarch of the City of the Big Windfall Profit.*



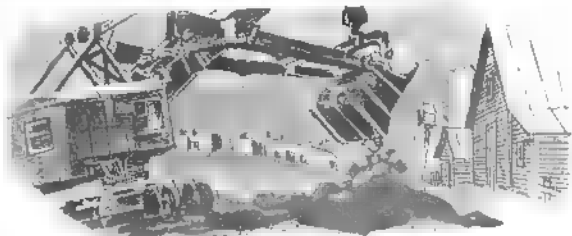
# THE PLANT BY THE SIDE OF THE ROAD

by Sam Walter Dross

Let me put up a plant by the side of the road,  
In a quaint community.  
Where the woods are still and the grass smells sweet  
Is where I want it to be.  
I'll bribe a man on the Zoning Board  
To let me build it there.  
Let me put up a plant by the side of the road  
And pollute the good, fresh air.



Let me put up a huge supermart by its side  
Now that the land is re-zoned.  
Where a brook once ran and flowers once grew  
Is where I want it enthroned.  
And lovers can walk as they did in the past  
And stop to bare their hearts  
On a parking lot that is ten acres wide.  
And cluttered with shopping carts.



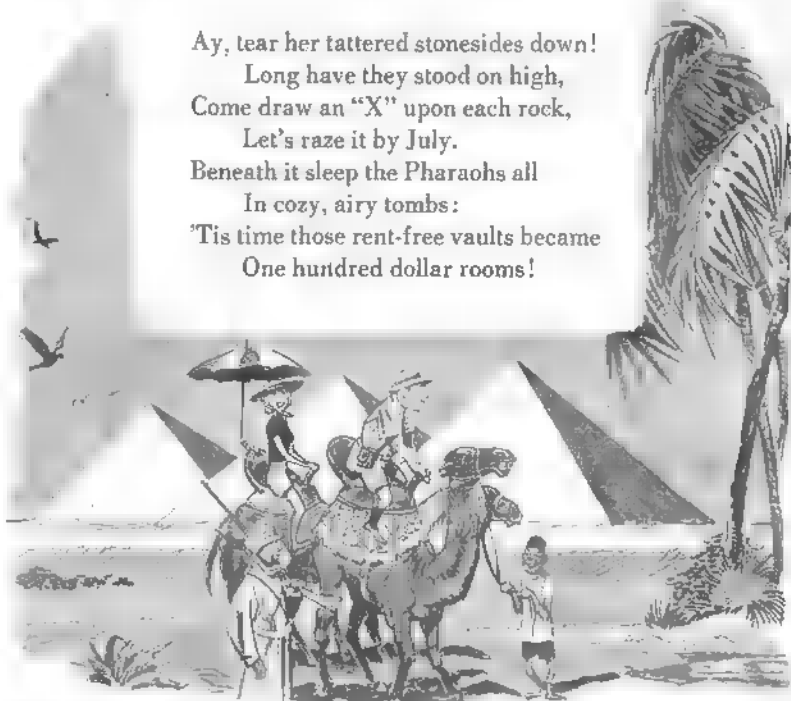
Let me build a car-wash by the market's side  
As part of my new domain:  
With picturesque signs like, "Nine-Second Wash",  
And "Free Wash If It Should Rain!"  
Where crickets once chirped let me fill the air  
With curses of car-washing men;  
Let them litter the ground with dirty rags,  
And the world will be right again.



Let me build all these things by the side of the road,  
In a quaint community.  
Where the woods are still and the grass smells sweet  
Is where I want them to be.  
And though I'm not rich with spiritual things,  
And I have no goodness to share,  
There are things more important than love; I'll be  
A multi-millionaire!

# OLD STONESIDES

Ay, tear her tattered stonesides down!  
Long have they stood on high,  
Come draw an "X" upon each rock,  
Let's raze it by July.  
Beneath it sleep the Pharaohs all  
In cozy, airy tombs:  
'Tis time those rent-free vaults became  
One hundred dollar rooms!



# THE CHARGE OF THE HIGHWAY BRIGADE

by Alfred Condemnison

(A tribute to the 100 Bulldozers  
belonging to the State  
Highway Commission.)

Half a mile, half a mile,  
Half a mile onward,  
Into the de-velop-ment  
Came the One Hundred.  
"Forward, the Highway Brigade!  
Build the Thoroughway!" they said:  
Into the de-velop-ment  
Came the One Hundred.

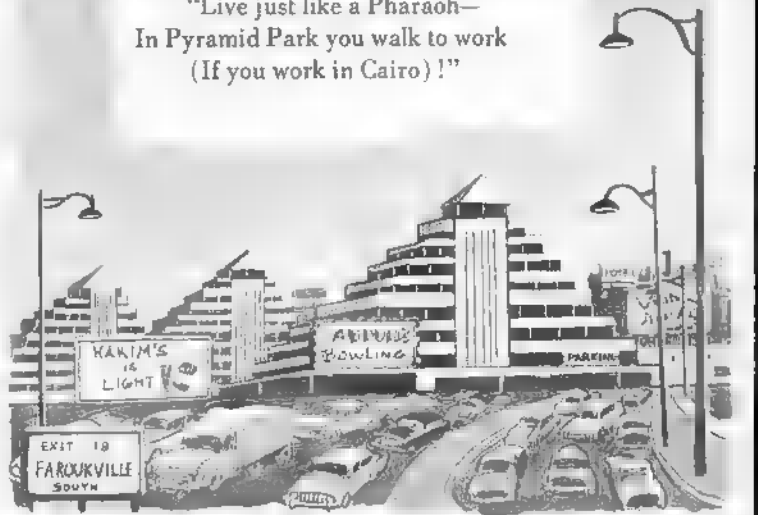
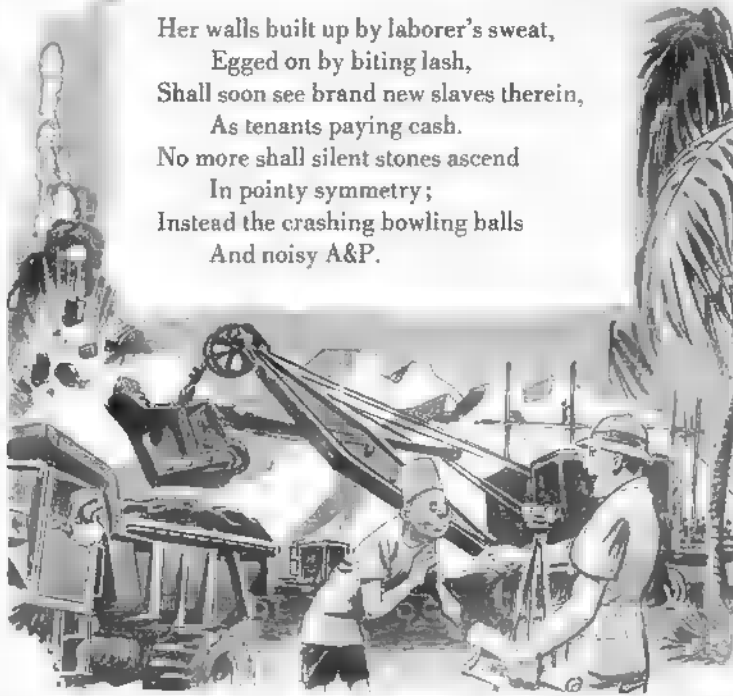


by Oliver Windfall Homes

*(Written by an American Builder who is interested in furthering the cause of humanity by tearing down the Pyramids of Egypt to make way for an apartment house development, shopping center, and 345 automatic bowling alleys)*

Her walls built up by laborer's sweat,  
Egged on by biting lash,  
Shall soon see brand new slaves therein,  
As tenants paying cash.  
No more shall silent stones ascend  
In pointy symmetry;  
Instead the crashing bowling balls  
And noisy A&P.

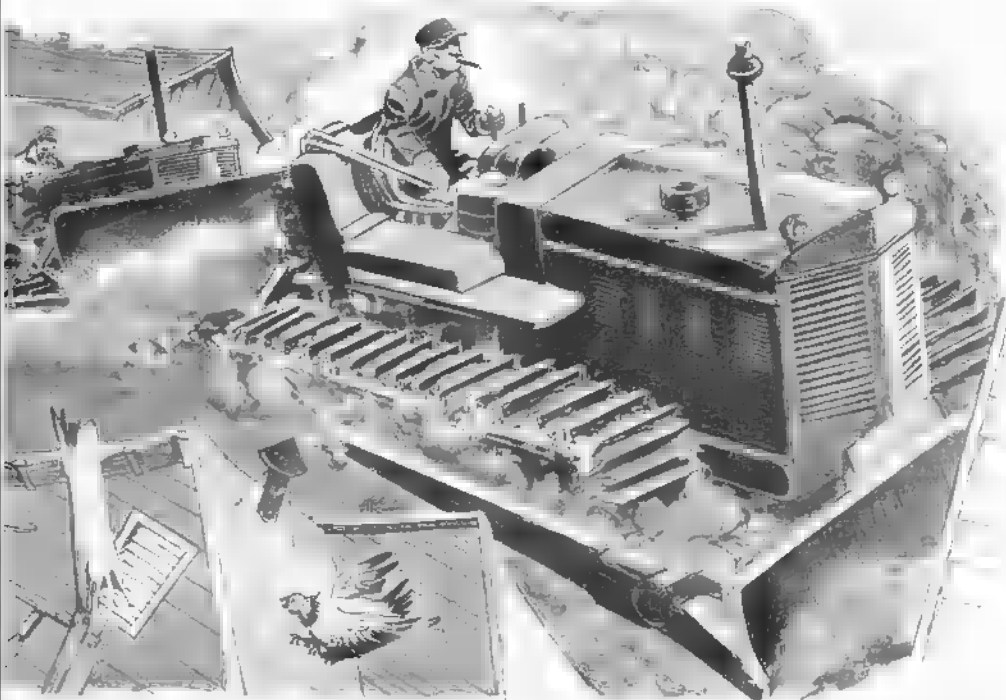
O better that her great stonesides  
Fall down now on the spot!  
Until I build, the land can be  
A Kinney Parking Lot;  
Then when I build, my ads will say,  
"Live just like a Pharaoh—  
In Pyramid Park you walk to work  
(If you work in Cairo)!"



"Forward, the Highway Brigade!"  
And while home-owners prayed,  
Knowing their days were few,  
Bulldozers thunder'd:  
Theirs not to make reply,  
Theirs not to reason why,  
Theirs but to pack and fly  
Or else be crushed to death  
By the One Hundred.

Ranches to the right of them,  
Split-levels to the left of them,  
Colonials in front of them  
Worried and wonder'd:  
Which of their homes would be  
Ground to eternity,  
Changed from a residence  
To Exit Thirty-Three  
By the One Hundred

Cape Cods to the right of them,  
Cottages to the left of them,  
Tudors in front of them  
Shook as they thunder'd;  
Soon each became a shell,  
Then one by one they fell,  
Two months of life, farewell,  
Built by a builder who  
Really had lied like Hell;  
He had known all about  
The coming One Hundred.



As progress sweeps the land,  
Soon no more homes will stand;  
Man must be plunder'd.  
We'll have no place to stay,  
We'll ride, on Judgment Day,  
Down a State-wide highway  
Built by One Hundred!



Strange changes in personalities take place at office Christmas parties. Quiet little clerks tell off their department heads, shy bespectacled secretaries take off their glasses (and other things), old grouches suddenly love everybody, and bosses seem almost human. Mainly because there's liquor involved. But nowhere are these changes more apparent than at one of the most unpublicized Christmas parties in America...

# THE COMIC CHRIS

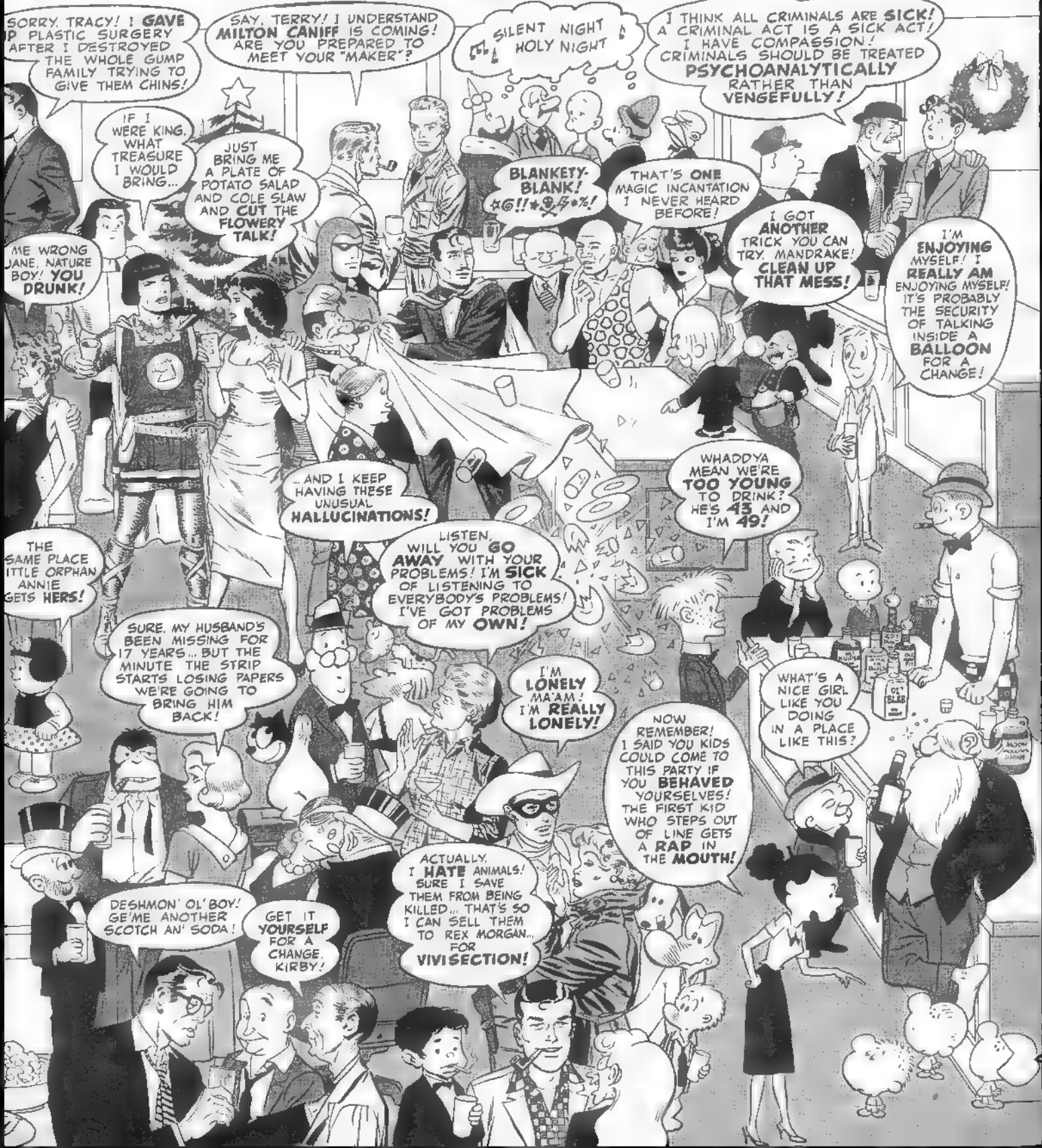




# STRIP CHARACTERS' CHRISTMAS PARTY

ARTIST: WALLACE WOOD

WRITER: GARY BELKIN



The Untouchables

THE UNITED STATES BREWERS ASSOCIATION, INC. HAS A MESSAGE FOR YOU. IT'S A MESSAGE THAT'S BEEN IN THE AIR SINCE THE FIRST BEER WAS BREWED. IT'S A MESSAGE THAT'S BEEN IN THE AIR SINCE THE FIRST BEER WAS BREWED. IT'S A MESSAGE THAT'S BEEN IN THE AIR SINCE THE FIRST BEER WAS BREWED.

## BEER AD

Oh, but you're  
a cheap #!@%!!

have you ever had a glass of beer by candlelight?

Sometime soon—tonight?—why don't you both go out to your favorite restaurant or tavern. The change will do you good. Now, one thing you must do—have beer. We've never been able to put our finger on the reason, but beer tastes simply marvelous by candlelight. Perhaps it's the way beer sparkles in the soft glow. Perhaps it's the very

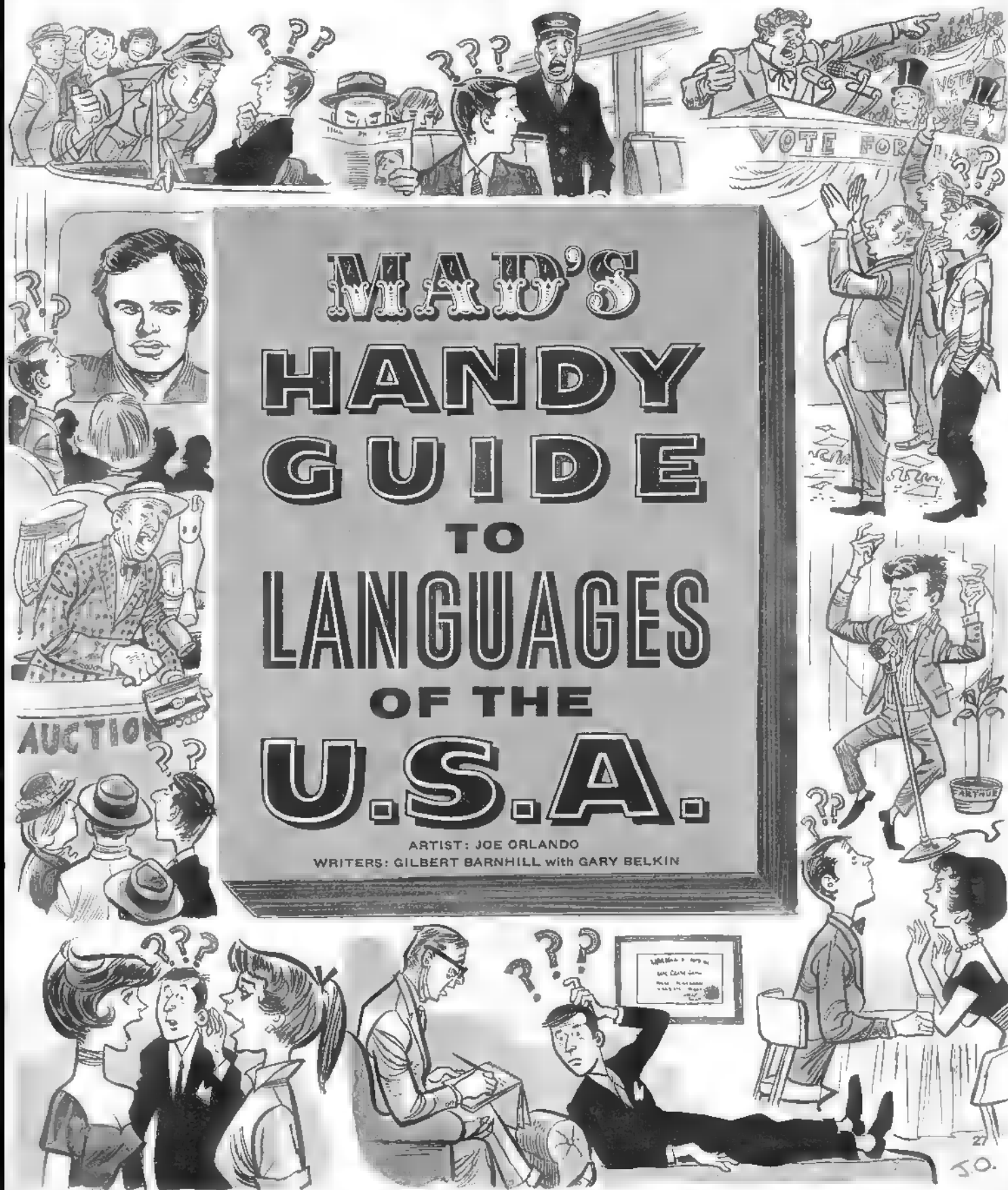
delightful lift it gives to a meal. Isn't it time you discovered the special reward in good beer or ale with fine food? The candles are lighted. Your table is waiting.

THE UNITED STATES BREWERS ASSOCIATION, INC.  
... whose members make today's finest beer and ale



## WATCH MY LINE DEPT.

There are handy phrase books available to Americans traveling to Iceland, Greenland, Poland, etc., which help them to understand the foreign languages spoken in these countries. However, there are no handy phrase books available to Americans remaining at home which help them to understand some of the foreign languages spoken right here in the good ol' U.S.A. . . . in places like Wall Street, Madison Avenue and Televisionland. And so, in order to fill this great need, the Editors present





## INTERPRETING THE LANGUAGE OF

"This is a very thorough presentation, Sudbury, and I want you to know that I appreciate the work you've put into finalizing it!"	"If I have anything to say about it, you will never get out of the Mail Room!"
"Just talking off the top of my head, I would say it looks pretty good!"	"I've been trying to think of the same thing all week!"
"Of course, you realize that the advertising and promotion of automobile crankshafts is still a relatively new area for exploration and exploitation, and being of such a complicated and diverse nature, I'll have to give this prospectus some long, careful, deliberate, and thoughtful consideration before arriving at a conclusion as to its ultimate merits!"	"I don't make any of the decisions around here!"
"If it looks like it has what it takes, I'll send it over to the 'Consumer Research, Reaction, and Usage' boys for a test-run examination and analysis, motivational-wise and psychological-wise!"	"I'll send it over to my Brother-in-law, and he'll try to guess whether or not it will work!"

## MADISON AVENUE

"If they like it, I'll take it back under advisement, and give it my personal attention — expanding — polishing, fertilizing and developing!"

"I'll copy the whole thing over in my own handwriting!"



"You may not recognize the end-product . . ."

"And then I'll put my name on it!"

"But don't let that discourage you. Anytime you get another germ of an idea, remember that the door to my office is always open!"

"If I steal six more ideas like this by December, I get a Christmas bonus!"

## INTERPRETING THE LANGUAGE OF

"Looking for a good used car, eh? Well, I've got a real honey that just came on the lot!"	"Looking for trouble, eh? Well, I've got a real lemon here that I've been trying to get rid of for six months!"
"This baby will give you years of trouble-free transportation!"	"However, I'll only guarantee it for 30 days, except parts and labor!"
"It's a one-owner car—"	"The Acme Finance Company!"
"With low mileage on it!"	"The speedometer's busted . . ."
"And it's never been driven over 50 miles an hour . . ."	"Because it won't go any faster . . ."
"It's a good clean car!"	"We just washed it!"
"And it's spotless inside!"	"We forgot to roll up the windows during last night's rainstorm!"
"A two-toned beauty!"	"Half the paint is faded!"
"Starts up almost instantly!"	"The battery's been on charge all day!"

## SALESMEN

"I have the garage service records, and I can show you this car has never had to be repaired!"

"It's ready to start wearing out the minute you drive it off the lot!"

"And don't worry about money! We use Bank Financing!"

"We borrow the money from a bank at 5% and charge you 12%!"



"You can rely on us because we depend on repeat customers to stay in business!"

"Anybody idiotic enough to buy a car from us is idiotic enough to come back again!"

## INTERPRETING THE LANGUAGE OF

## EXECUTIVES

"Ladies and Gentlemen, I invited you all to gather here this afternoon to introduce you to Mr. Herkimer Asmuth!"

"By 'Invited,' I mean there will be no overtime pay for the night shift, even though they had to get out of bed to attend this meeting!"



"Mr. Asmuth is part of this company's long range executive expansion program..."

"Another one of my daughters got married. By 'long range,' I mean I still got two daughters to go!"

"... and he will assume the position of 'Executive Staff Personnel Advisor to the President's Office!'"

"It doesn't sound so much like feather-bedding if the title is big enough!"

"He comes to us direct from Baldwin & Benedict University, where he was tops in his class!"

"As a Major in Greek Mythology!"

"I feel that this bright young executive has a real future with our company!"

"Naturally, if they invent a machine to replace him, we won't buy it!"

"I am confident that everyone here will pitch in and help Mr. Asmuth learn the ropes!"

"For heaven's sake, keep an eye on him so he doesn't make some fool mistake that would put us out of business!"

"So, let's all make him feel welcome!"

"No funny pictures on the Bulletin Board, or obscene comments in the Suggestion Box, please!"

"That's all I have to say at this time!"

"Your lunch hour is over, so back to work!"

## INTERPRETING THE LANGUAGE OF UNIONS

## UNION VS. MANAGEMENT MANAGEMENT

"Because the cost of living has gone up faster than the Company's wages, many of the Union members are going broke!"

"The Union raised its dues again, and some of its members can't afford to pay them, so we want our demands met this time!"

"Our ultimate and final demand is a 25¢ an hour pay increase!"

"We will accept a 5¢ an hour raise!"

"We demand 4 weeks vacation with pay; two weeks in the Summer and two weeks in the Winter, plus all Holidays including St. Patrick's Day and Halloween, with each worker getting his birthday off!"

"As far as vacations and time off go, things are all right the way they are: Two weeks with pay, and Holidays!"

"We demand a 30-hour work week, consisting of 5 six-hour days, or 4 seven-and-a-half hour days!"

"We really think this demand is ridiculous, but our membership will love us for asking!"

"We propose that, for the good of the Company, all overtime be eliminated in favor of hiring more manpower!"

"We don't care if you hire anybody else or not, as long as you don't fire anybody!"

"Because of the Union's absurd demands during the last contract negotiations, the Company is now going broke!"

"The Company's profits are down to \$9,000,000, so we want our demands met this time!"

"Our ultimate and final offer is to cut wages 25¢ an hour!"

"A 5¢ an hour raise is as high as we will go!"

"We refuse to offer anything more than one week vacation without pay, and Easter Sunday off!"

"As far as vacations and time off go, things are all right the way they are: Two weeks with pay, and Holidays!"

"We demand a 55 hour work-week, consisting of 7 eight hour days with one hour off on Sundays for church!"

"We really think this demand is ridiculous, but our stockholders will love us for asking!"

"We have always been a friend of Labor, and will certainly consider hiring as many men as possible!"

"If there is some way of doing without any of you, we would! Rest assured we're looking into Automation!"

## INTERPRETING THE LANGUAGE OF

"The program originally scheduled for this time will not be seen..."	"Some idiot in Master Control accidentally erased the tape!"
"The following program is brought to you in Living Color..."	"We've been presenting color programs for five years now! When the hell are you people out there going to start buying color TV sets?"
"Tonight's show is brought to you spontaneous and unrehearsed!"	"Nobody showed up for rehearsal, so we're going to read the whole thing off the Teleprompter!"
"America's newest television game..."	"Quiz Shows are back!"
"Here to try for the \$500 jackpot..."	"Only the prizes ain't what they used to be since the investigations!"
"And now, before I introduce..."	"Here's the first commercial..."
"Our group had 47% fewer cavities..."	"Mainly because we've got 57% fewer teeth!"
"Our first guest has a very unusual voice..."	"This girl can't sing!"

## TELEVISION



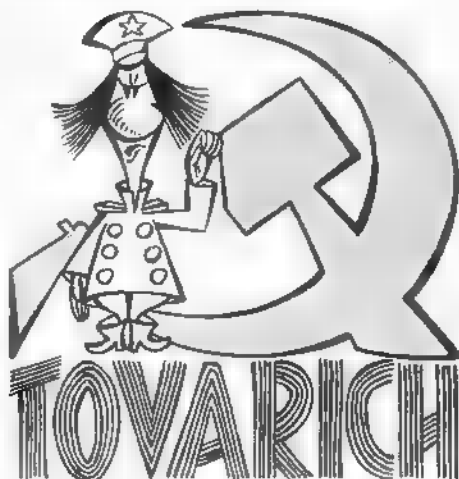
"She's one of America's great song stylists..."

"So she covers up her lack of talent by screaming!"

"I'm sure you'll enjoy listening to her..."	"Because she's funnier than our comedian!"
"And now, here's a word from our alternate sponsor..."	"Bet you didn't think we had the nerve to throw in another commercial!"



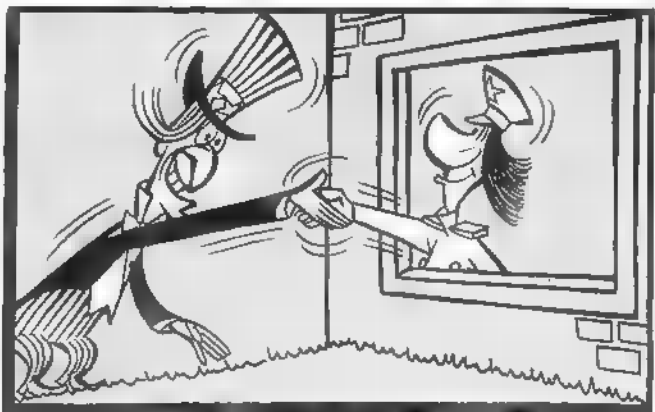
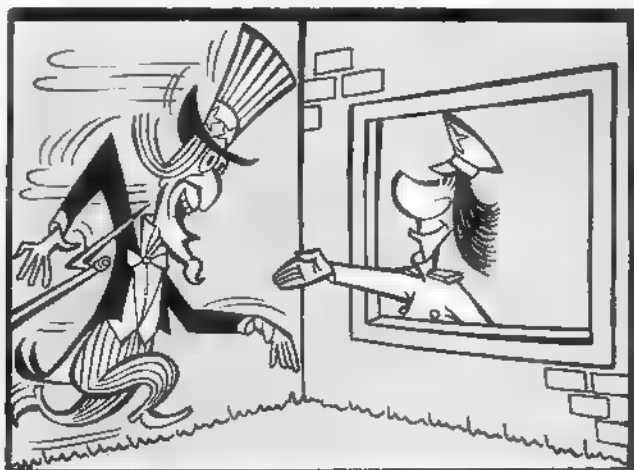
"It's just like a Doctor's prescription..."	"Overpriced!"
"Our next guest is a different kind of comedian..."	"He doesn't get any laughs!"
"You'll be hearing a lot about him in the next few months..."	"He's running around with a married woman!"
"And now... a short pause for station identification..."	"Which includes a one-minute commercial, a 30-second network promotion, a 10-second spot ad, and another one-minute commercial—so here's your chance to grab a snack!"
"Come in, 'Mystery Guest'—and sign in, please!"	"Come in, whichever movie star happens to be in town tonight, and plug your latest picture..."
"The following program is brought to you as a Public Service..."	"Our Sales Department couldn't line up a sponsor for this bomb!"
"This station is a subscriber to the Television Code..."	"It makes for interesting reading, even though we ignore it!"



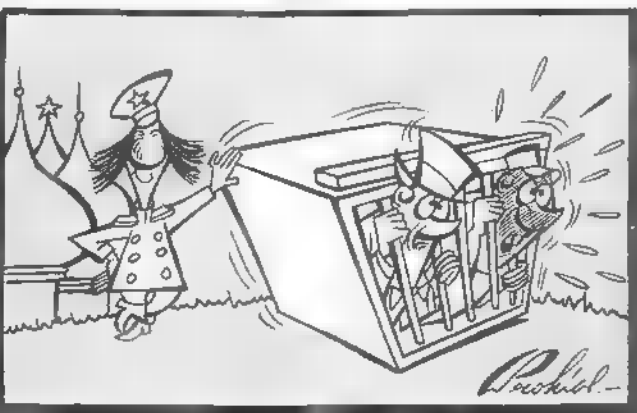
Many readers have expressed interest in seeing the type of anti-Communist cartoons Antonio Prohias was doing in Cuba before he was forced to flee for his life. Here are some examples of a Prohias feature which was run daily in "Prensa Libre," a Havana newspaper which was ordered to cease publication in May '60 by an infuriated Castro.







.. We saw SID CAESAR, but who was WILLIAM HOLDEN?



You MAD readers who, through some extraordinary combination of luck and circumstance, found yourselves newly arrived on college campuses this year, may now be wondering whether or not to join a fraternity—in the unlikely event that you might be asked. During the “Rushing Season,” suave frat men will woo you with extravagant sales pitches for their organizations—and since most of you are undoubtedly naive and inexperienced clods, you may be completely snowed under by this deluge of propaganda. To educate you, and at the same time protect you, MAD now turns a very skeptical eye on the claims that are made by . . .

# College Fraternities

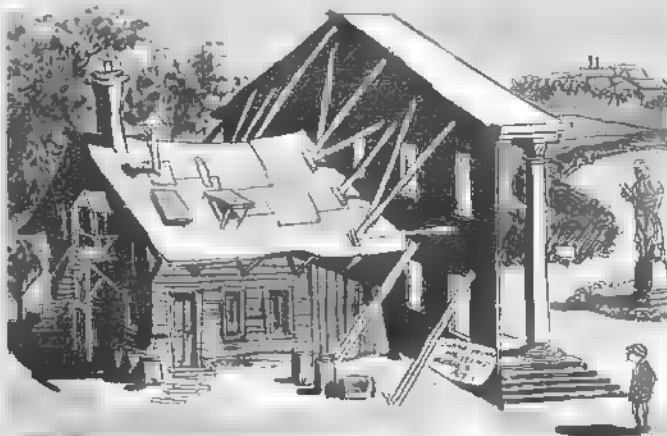
ARTIST: GEORGE WOODBRIDGE

WRITER: DON REILLY

**WHAT THEY SAY...**

**WHAT WE SAY...**

“You’ll live in a beautiful, impressive house!”



Make sure you come back and inspect the premises carefully in broad daylight!

“Your frat brothers will be a swell bunch of guys!”



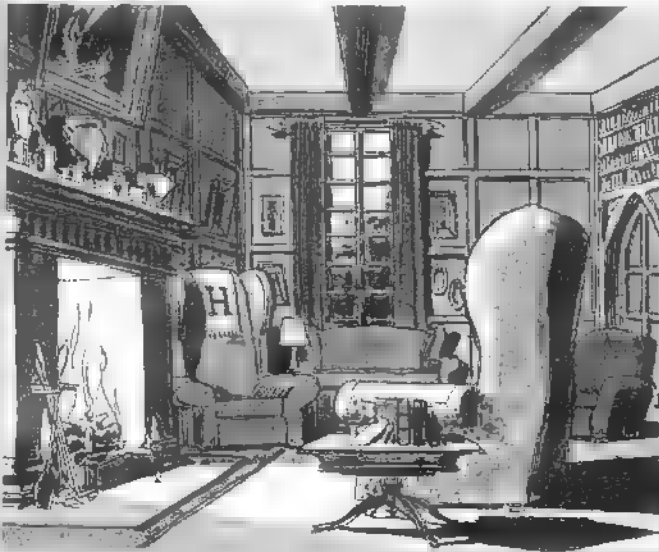
Be sure you meet all the members. They usually hide the clods and creeps until after Rushing Season!

"You'll eat delicious home-cooked meals!"



Get ■ peek at the kitchen and the cook—because they probably sent out for the meal they gave you!

"You'll enjoy attractive, comfortable living quarters!"



Only you won't be sleeping in the living room, so you'd better take ■ look upstairs! (Eccchh!)

"Upperclass brothers will help with your homework!"



—By making it impossible to do it—or get any studying done unless you flee to the library!

"You'll participate in extracurricular activities!"



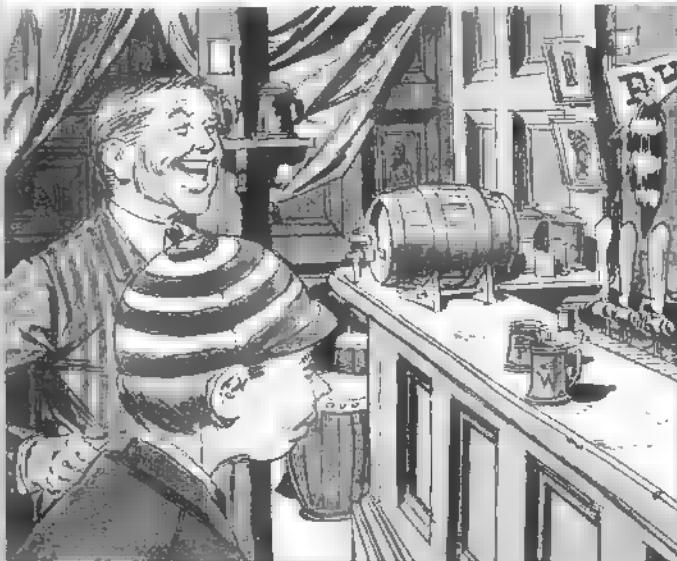
--At your own risk, of course!

"You'll learn about good citizenship  
by working on various civic projects!"



And you'll learn about jails—if you're caught!

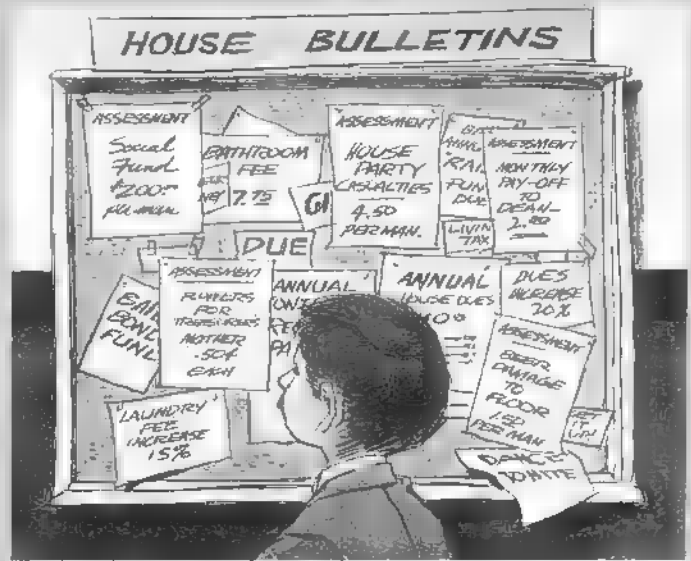
"You'll have a great time at all the terrific parties!"



—If your idea of having a great time is  
watching a lot of other guys throw up!



"The small cost of your fraternity membership will prove to be a profitable investment!"



--Profitable is right! For the fraternity treasury!

"You'll join in the crazy stunts, humorous gags, and general fun when new members are initiated!"

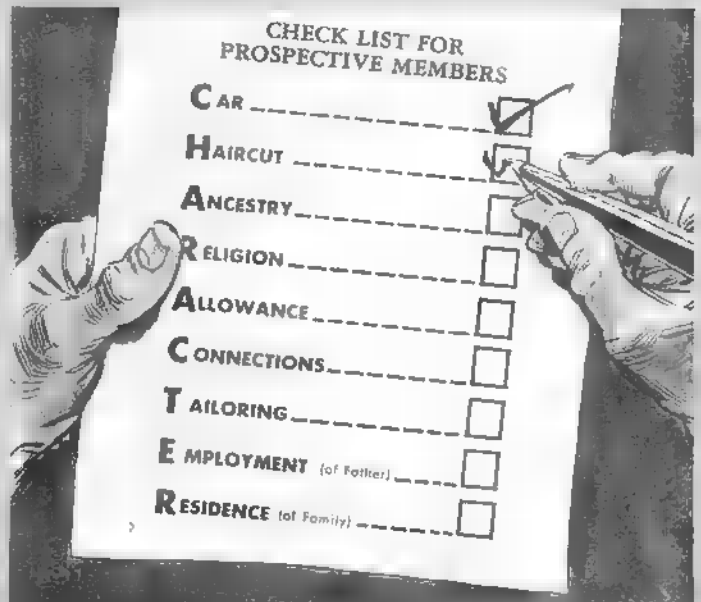


.. DID DONNA REED like teller she saw THERESA WRIGHT?



During wartime, "stunts" and "gags" like these are known as "Atrocities"!

"Frats judge prospective members by their CHARACTER!"



# THE TRUTH ABOUT SECRET INGREDIENTS

Time to get started!  
Have we got all the  
products?

First . . . put in  
the "Gardol"  
from Colgate's!

Next . . . the  
"Hexachlorophene"  
from Ipana!

. . . "TCP"  
from Shell!

. . . "V-7"  
from Vitalis!

. . . "Di-Alminate"  
from Bufferin!

. . . "YG-7" from  
Absorbine Jr.!

. . . "Lanolin"  
from Aero-Shave!

. . . "Miracle Plexon"  
from Klear!

. . . "Perstop"  
from Arrid!

. . . "Dynate"  
from Vell!

. . . "GL-70"  
from Gleam!

. . . "Micronite"  
from Kent!

. . . "Chlorinal"  
from Comet!

. . . "Super AT-7"  
from Dial!

. . . "Actamer"  
from Barbasol!

. . . "Fluoristan"  
from Crest!

. . . "Vy-trol"  
from VO-5!

. . . "Blue Magic  
Whitener"  
from Cheer!

All  
set,  
Chief!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

Check!

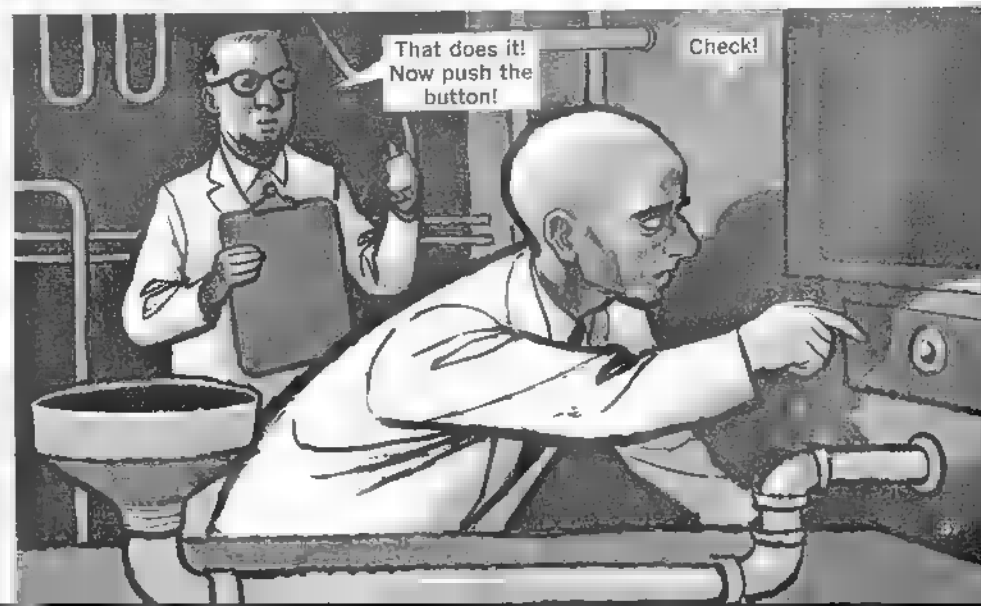
Check!

Check!



ARTIST: BOB CLARKE

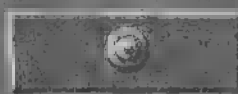
WRITER: SY REIT





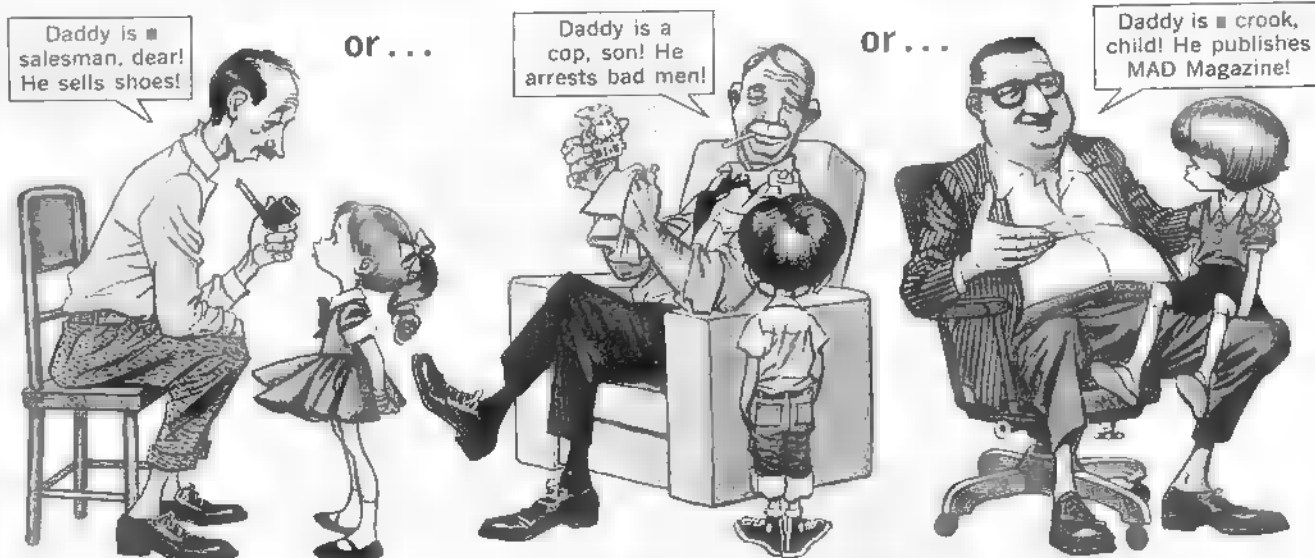
Another  
successful  
launching,  
Ivan

Stupid Americanskis!  
They don't even know  
how to use their own  
secret ingredients!



## POP'S CONCERT DEPT.

There will come a time in the life of every father when his little son or daughter will suddenly ask, "What do you do for a living, Daddy?" For most fathers, this question poses no great problem. They will merely say . . .



.. Who did PATTI PAGE and BARBARA HALE?

However, in the high-powered age we live in today, there are many fathers who make their livings in complicated ways (called "rackets") as trained experts (called "phony experts"). These guys are really stuck when it comes to explaining to their innocent offspring how they make a buck. The child, being young and naive, tends to see things in basic, simple, and unsophisticated terms. Take the following cases of fathers with complicated occupations. Here's what can happen when their kids ask...

# WHAT DO YOU DO FOR A LIVING, DADDY?

ARTIST: WALLACE WOOD

WRITER: DON REILLY



A  
PSYCHIATRIST



DOMESTIC RELATIONS  
COUNSELOR



PUBLIC RELATIONS  
MAN



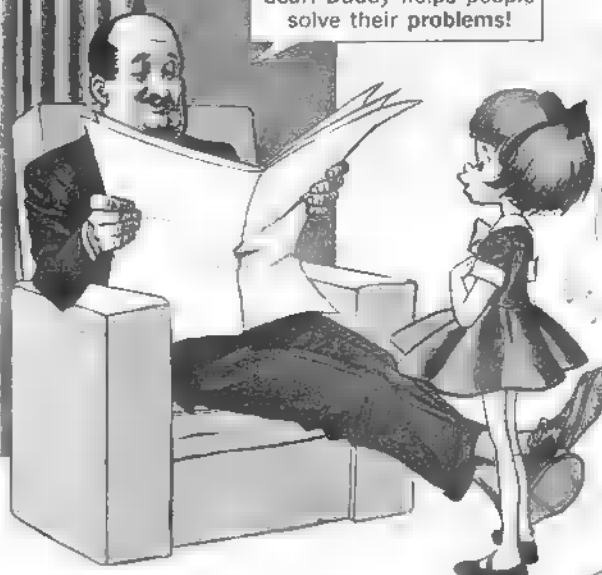
CHILD GUIDANCE  
CONSULTANT



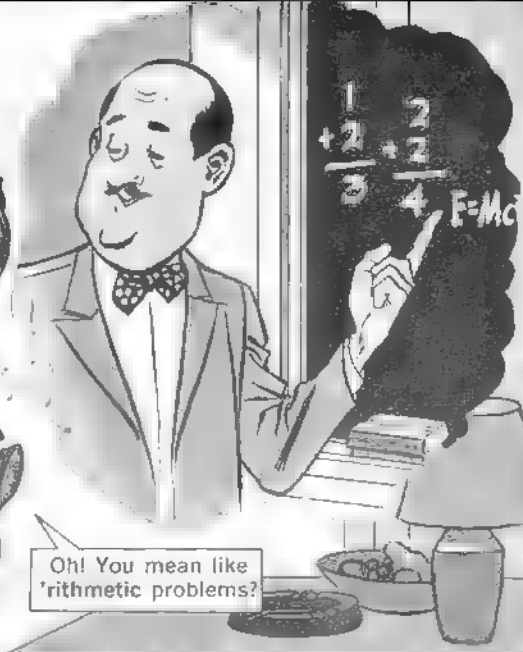
What do you do for a living, Daddy?



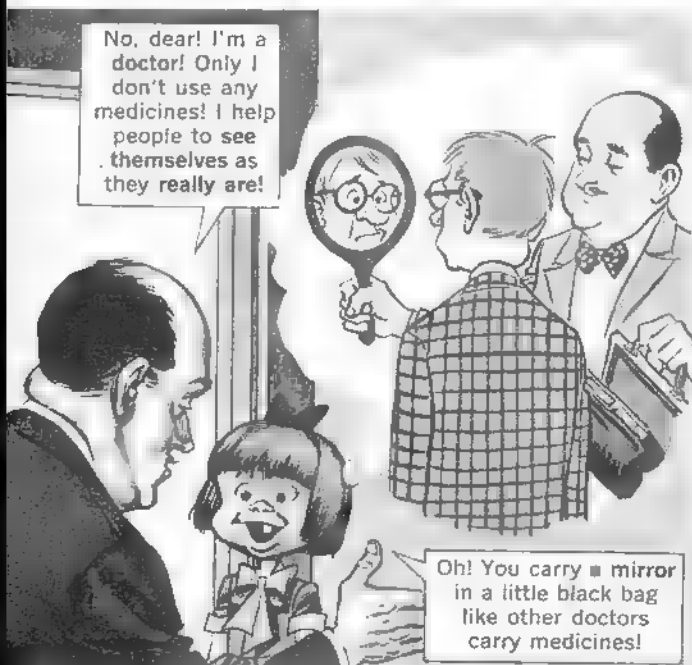
Daddy is a "Psychiatrist," dear! Daddy helps people solve their problems!



Oh! You mean like 'rithmetic problems?

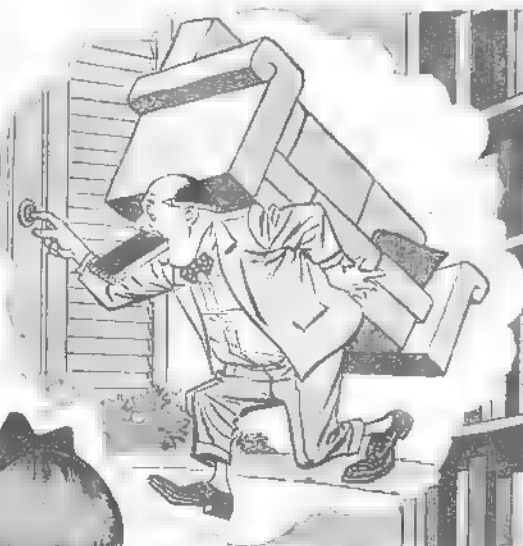


No, dear! I'm a doctor! Only I don't use any medicines! I help people to see themselves as they really are!



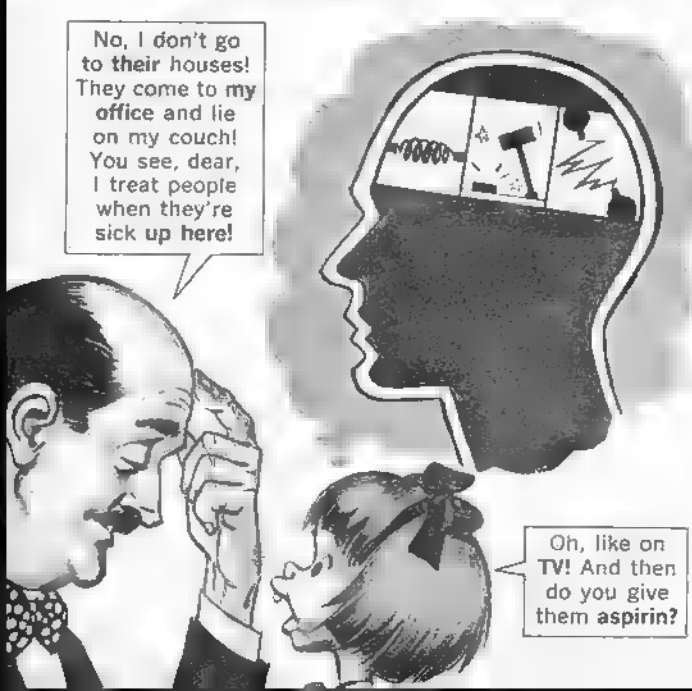
Oh! You carry a mirror in a little black bag like other doctors carry medicines!

No, dear! I don't need a little black bag! All I need is a little notebook and a couch!



You mean you go to people's houses with your couch so they can lie down on it because they don't have beds of their own?

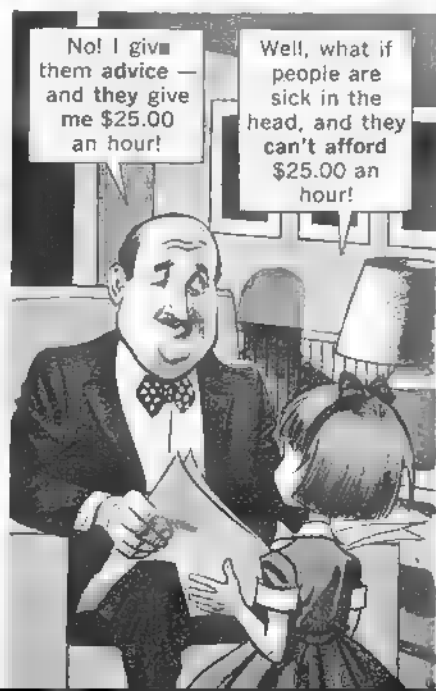
No, I don't go to their houses! They come to my office and lie on my couch! You see, dear, I treat people when they're sick up here!



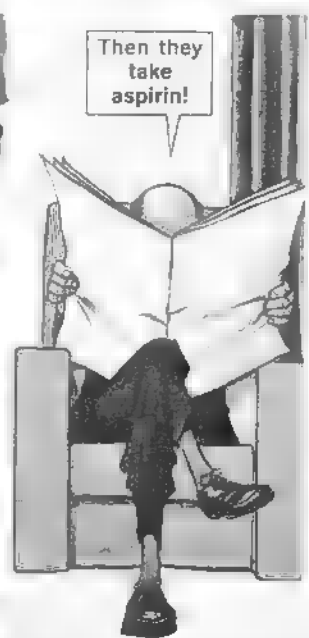
Oh, like on TV! And then do you give them aspirin?

No! I give them advice — and they give me \$25.00 an hour!

Well, what if people are sick in the head, and they can't afford \$25.00 an hour!



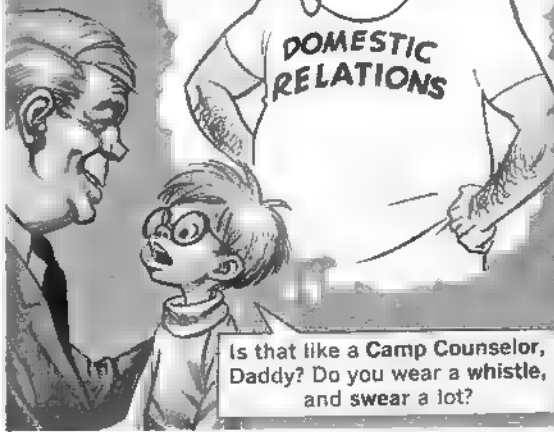
Then they take aspirin!



What do you do for a living, Daddy?

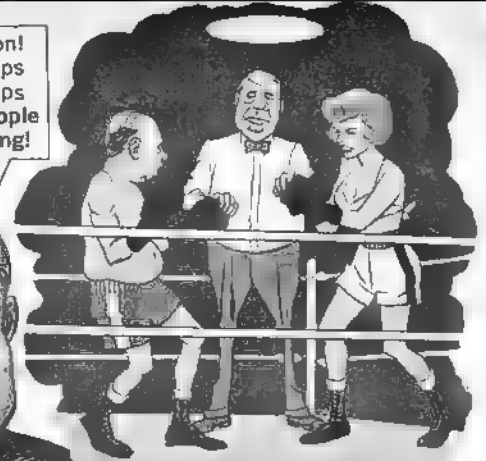


Daddy is a "Domestic Relations Counselor", son!



Is that like a Camp Counselor, Daddy? Do you wear a whistle, and swear a lot?

No, no, son! Daddy steps in and stops married people from fighting!



Oh! You mean you're a Referee—like on the Gillette Cavalcade of Sports?

No! Daddy talks people out of wrecking their home!



But if they want to wreck their house, why don't you let them? It's their house, isn't it?

They don't want to wreck their house! They want to break up their home!



But how can they break up their home without wrecking their HOUSE?

Now you're asking a lot of stupid questions... just like your mother!!



Who's stupid—you moron??!!



Daddy? If we're gonna break up our home, can I start on the windows?

What do you do for a living, Daddy?



Why, I'm a "Public Relations Man," son! People hire me to write things about them!



Why? Are they dumb or something that they can't write about themselves?



No, it's just that they need me to paint an attractive public image of them!



You mean you're an artist!!!?



That's right! Only I use a typewriter instead of a brush!



But doesn't it get the keys all sticky and gooey?

HAR! HAR! That's a good one! I'll have to remember that the next time I make a pitch to a client!



Gee, Daddy! You mean you're a pitcher, too!?

Only when I take a client out to lunch and try to get him to play ball with me, heh-heh-heh!



BAW!

Now what's the matter?



BAW! It's not fair! You play ball all day—but every time I ask you to have a catch with me, you say you're too tired!



What do you do  
for a living,  
Daddy?



Daddy is a  
"Child Guidance  
Consultant,"  
dear. Parents  
engage me to  
throw light  
on their child-  
rearing problems!



I remove  
the child's  
stumbling  
blocks!



And I try to  
get to the  
seat of his  
troubles and  
iron them out!



If the child is  
cold and hostile,  
I try to thaw  
him out!



\* I saw CHARLIE DRESSEN, but what was FRED WARING?

My motto ■ "As the  
twig ■ bent, so  
grows the tree!" The  
children who come to  
see me are like  
little bent trees,  
and I straighten  
them into strong,  
healthy trees!



Then . . . then you're  
a . . . a witch doctor!



Now, look! Are you  
trying to be funny?  
Because if you are,  
I'll soon straighten  
you out . . .



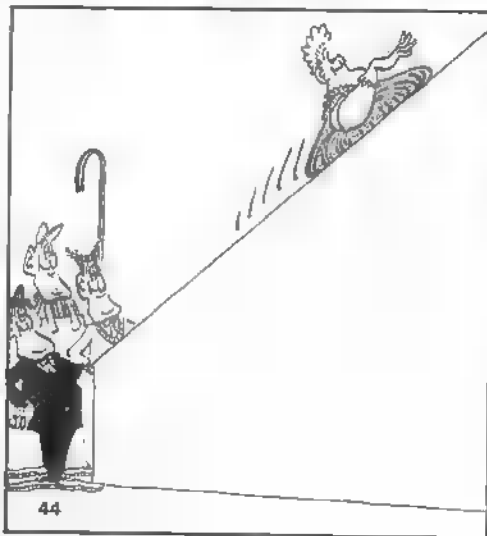
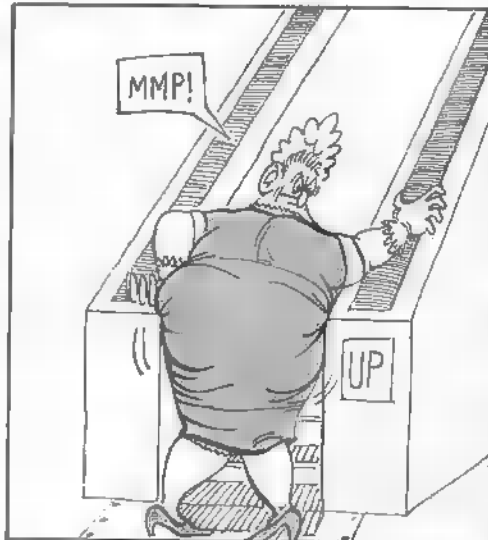
HELP!  
MOMMY! MOMMY!  
Daddy's going to  
change me into  
a tree!





And now, Don Martin, who's been having his "ups" and "downs" lately, tells about the time traffic was tied up for a while, until some steps were taken to unblock the jam on . . .

# THE ESCALATOR



## ALL HELLAS BREAKS LOOSE DEPT.

War pictures were once pretty simple. They had the good guys (us!), and the bad guys (them!). Talk was at a minimum, and action prevailed. Namely, the good guys killed the bad guys! Nowadays, war pictures are filled with philosophical discussions about killing and causes and who's good and who's bad and who's right and who's wrong and who cares! All of which has resulted in MAD's developing a philosophy of its own when it comes to this latest trend... MAD's philosophy being: if you can't join 'em (because they make you nauseous) then beat 'em (by satirizing 'em)! Which is exactly what we do with this latest philosophical war movie:

# "THE GUNS OF MINESTRONE"

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

Men, the Germans have two huge guns in the Greek fortress of Minestrone which are hurting our war operations. Here's what you'll do: find a leaky old fishing boat, ride for 24 hours through tidal waves, climb a sheer cliff rising 600 feet in the air, infiltrate several Greek villages, wipe out a division of Germans inside the fortress, blow up the guns with explosives, jump off the cliff, and swim back to our own lines!

Sir, this sounds like a vital mission—one upon which the fate of the Free World hinges. And since this is going to be a war-adventure movie with a message, I've got a message for you: I'm not going!

You can count me out too, Sir! A man would have to be insane to go on a mission like that! Well, I guess that about winds up the film right here! As is, I think it should make a dandy "short" on "Military Briefing"!

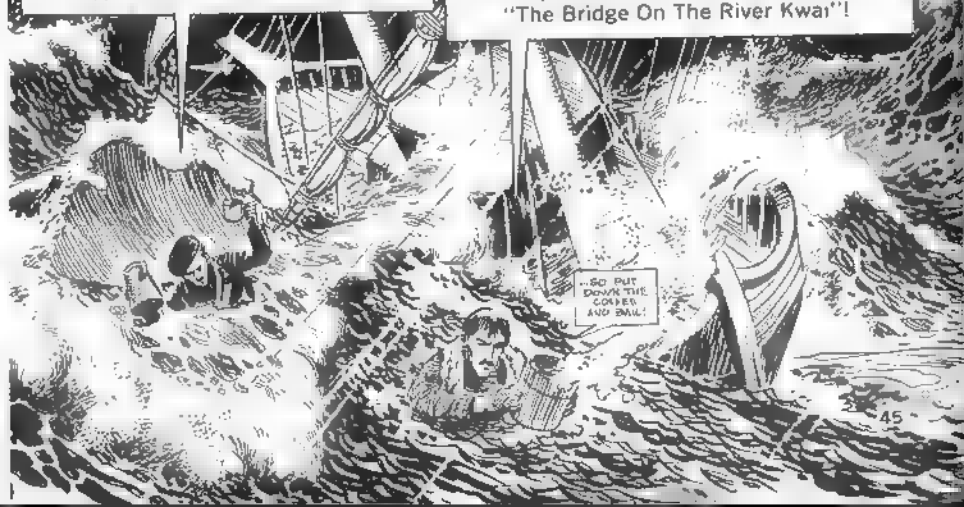
In other words, you'll re-live a typical "fun-day" in the life of Frank Sinatra and his Hollywood Clan!



Boy, am I burning! You tell the Army one thing, and they tell you another! Now, here we are on this leaky old fishing boat, riding through storms and tidal waves! Why, if I weren't such a stiff actor—from the "John Wayne-Gardner McKay School"—I could show some emotion, and give out with a good loud angry scream!!

Talking about emotions, Angrya, how come you're always so sullen? You've done nothing but scowl, look grim, and chomp on your pipe angrily since we started on this mission!

Why? Why—you ask? Because the Nazis murdered my wife and three children! Because I hate this stupid senseless thing called war! And mainly, I'm angry because this picture is a little too much like "The Bridge On The River Kwai"!



Tough luck, men! The sentry spotted us when we reached the top of this cliff, and four thousand Germans are rushing by truck to attack us at this very moment! Which means this is a perfect time to chat calmly and intelligently about the horrors and futility of "War". . .

The way I see it, philosophically, "War" is a rough game! Personally, I prefer much easier games—like "Go Fish"—or "Old Maid"—or "Steal The Old Man's Bundle". . .

Captain Malingerer, Look! The Major is wounded! Major Frankly, are you all right? Is it a minor injury—or are you hurt badly enough to spout some typical wounded-man war-movie-clichés?

I'm hurt bad (cough, cough)—so here go with the clichés!

Men, I want you to abandon this entire mission, and evacuate me to London immediately! I want you all to give up eating, sleeping, and fighting to guard me night and day and make me comfortable. I want my wound changed every 15 minutes, and don't ever let me be in pain! I hate pain because it makes me cry! Well, I guess that about covers it!

Tell me, Major! Just what war pictures have you been seeing lately? I think you better try your lines again.



\*\* Every time it takes RICHARD LONG, EDD BYRNES!

Sorry! How's this—?

Forget me, fellows! Leave me here to die while you finish the mission! All I need is a little water and a cigarette. Give this letter to my wife. And before you go, cut off my leg with a rusty bayonet!

Actually, there's nothing wrong with my leg, but it should make a marvelously dramatic scene! I'm great at wincing and teeth-gritting!

That's much better, but still not perfect! You forgot to tell us not to get you a doctor because it's too late for a doctor! It's always too late for a doctor in scenes like this!

And here's a pistol, so you can try to shoot yourself because you don't want to be a burden on us, only we'll stop you just in time! That's always an exciting bit!

Well, here we are at the top of this mountain—a bit weary after 24 hours in a raging sea and 19 hours of cliff-climbing—but still strong enough to fight off an entire German division with our water-soaked guns and drenching wet ammunition!

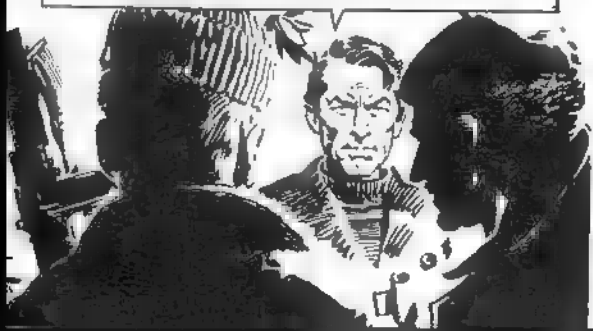


While I'm re-loading my gun, I would like to utter another calm and deliberate bit of anti-war philosophy—

The way I see it, Germans are nasty! But we needn't be as nasty as they, because nastiness is not nice! If we can be nice while they're nasty, then our niceness will be nicer than their nastiness, providing ours isn't nasty niceness, but nice niceness! And that's why war is nasty . . . or nice—I forget which!

Well, here we are at the ruined temple, after wiping out an entire German division, which is the usual custom for 6-man good-guy patrols in movies like this! Now, if only some typically hard-bitten, grimy, bedraggled, war-weary Greek Resistance Fighters would show up to lead us to the fortress at Minestrone, we'd be set . . . Well, speak of the Devil!!

Hello, fellows! We're two typical, hard-bitten, grimy, bedraggled, war-weary Greek Resistance Fighters who are here to help you on your mission! Henna, here, however, is much more typical than me—since she's more beautiful, wears more make-up, and is a better kisser in battlefield love scenes!





**Achtung!** You are all under arrest! Come vit us! The SS has vays of dealink vit saboteurs. Ve haf been studying old Otto Preminger and Erich Von Stroheim movies!

Well, men! They've captured us! Literally, perhaps—but not philosophically! The way I see it, men may be in chains . . . but their hearts remain free, providing there are no chains on their hearts!

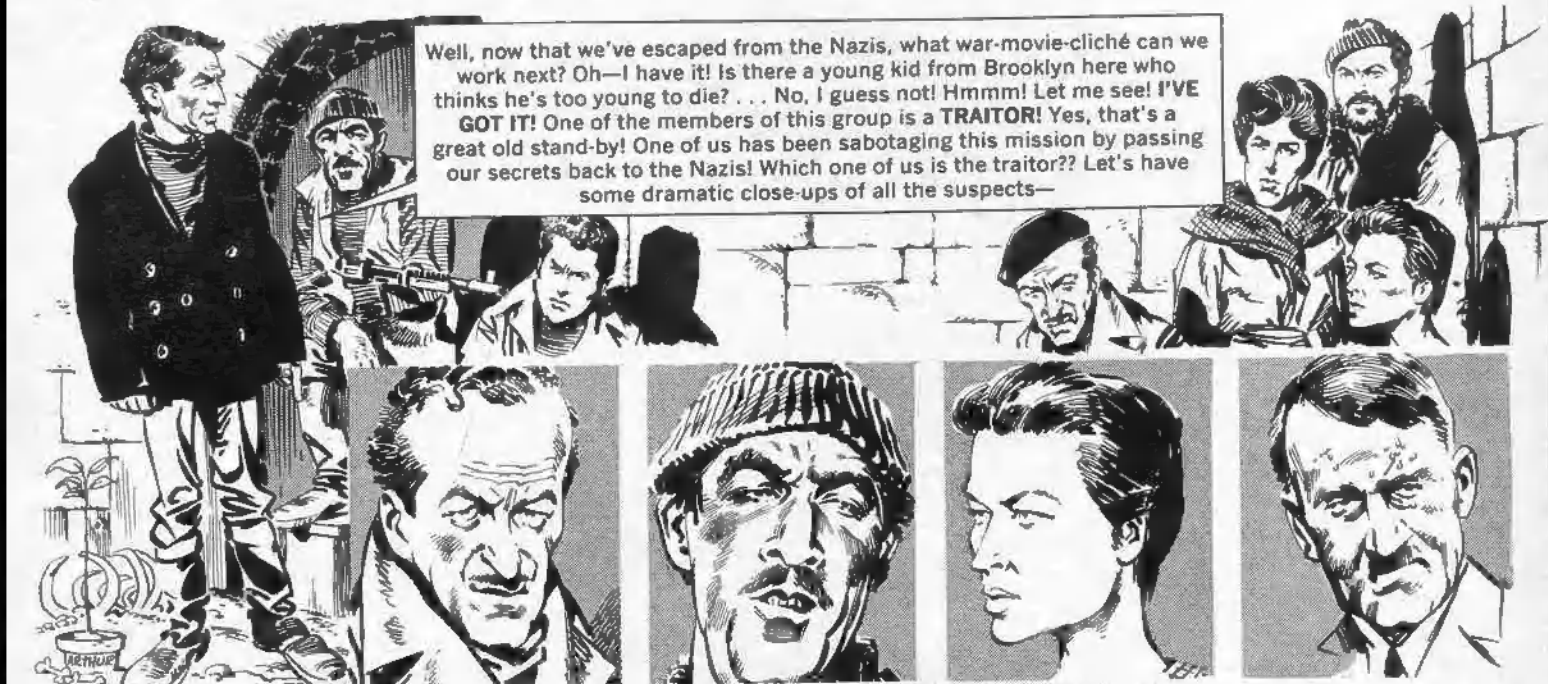
I beg to differ with you, Captain! The way I see it, we may be chained men with free hearts who are going to be tortured and shot—but there are far more important things that matter! For example, thank goodness we've got our health!

So! now ve haf you locked up inside this impregnable prison — vich means just vun t'ing-g-gh . . . ghk!

Exactly! It means this is the time for a preposterous escape scene!



Well, now that we've escaped from the Nazis, what war-movie-cliché can we work next? Oh—I have it! Is there a young kid from Brooklyn here who thinks he's too young to die? . . . No, I guess not! Hmmm! Let me see! I'VE GOT IT! One of the members of this group is a **TRAITOR!** Yes, that's a great old stand-by! One of us has been sabotaging this mission by passing our secrets back to the Nazis! Which one of us is the traitor?? Let's have some dramatic close-ups of all the suspects—



.. If we tried to SPRING BYINGTON, would JIM BACKUS?

It's pretty obvious! There's only one person here who looks suspicious! There's only one person here who could possibly be the traitor! And that person is . . . Henna!

You dog! this is how we treat traitors!

That was a courageous thing to do! Thank you for taking care of a dirty but necessary job! However, you must admit that I just did a far more courageous thing than you! I killed her philosophically—in my mind!

How about we all sit down and discuss the whole philosophical concept of this mission for about four hours! If we blow up the guns right away, the picture is over too soon, anyhow!

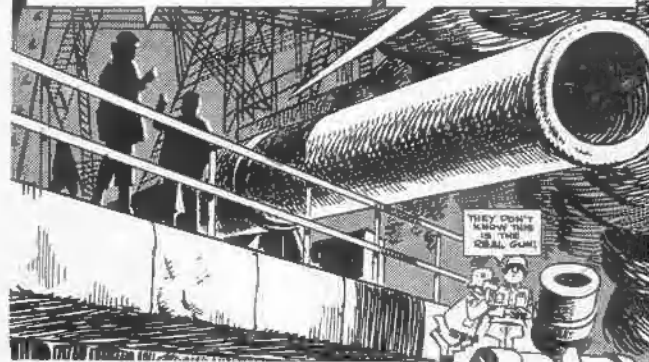






Well, Captain. Here we are in the fortress of Minestrone! After days of torturous travel and brushes with death, we have arrived at the climax of our adventure! All I have to do now is light the fuse with this match before the Germans batter down the door—and our mission is accomplished!

Hold on a second, Corporal Milkstop! I'd like to raise an important point! When you say "our mission is accomplished," do you mean our "physical" mission or our "moral" mission!?



.. Would MARIA SCHELL out if PRESTON FOSTER?

Well, now! That's an interesting point! And this is as good a time as any to discuss it thoroughly without getting excited or raising our voices. Actually, I refer to our "physical" mission, although the moral and the physical are often interchangeable ...

No, no! You're wrong! They're not interchangeable! While a man can be physically moral, he cannot be morally physical! Or to put it another way, nine out of ten doctors recommend aspirin! Which is certainly putting it another way, you must admit ...!

Philosophically, you may have a valid point there, Captain. However, if we were to examine the subject from all aspects, could we honestly say that the subject has been examined?

Yes and no! Let's take a look at this whole thing from the beginning! Now, then, when God created Adam ...

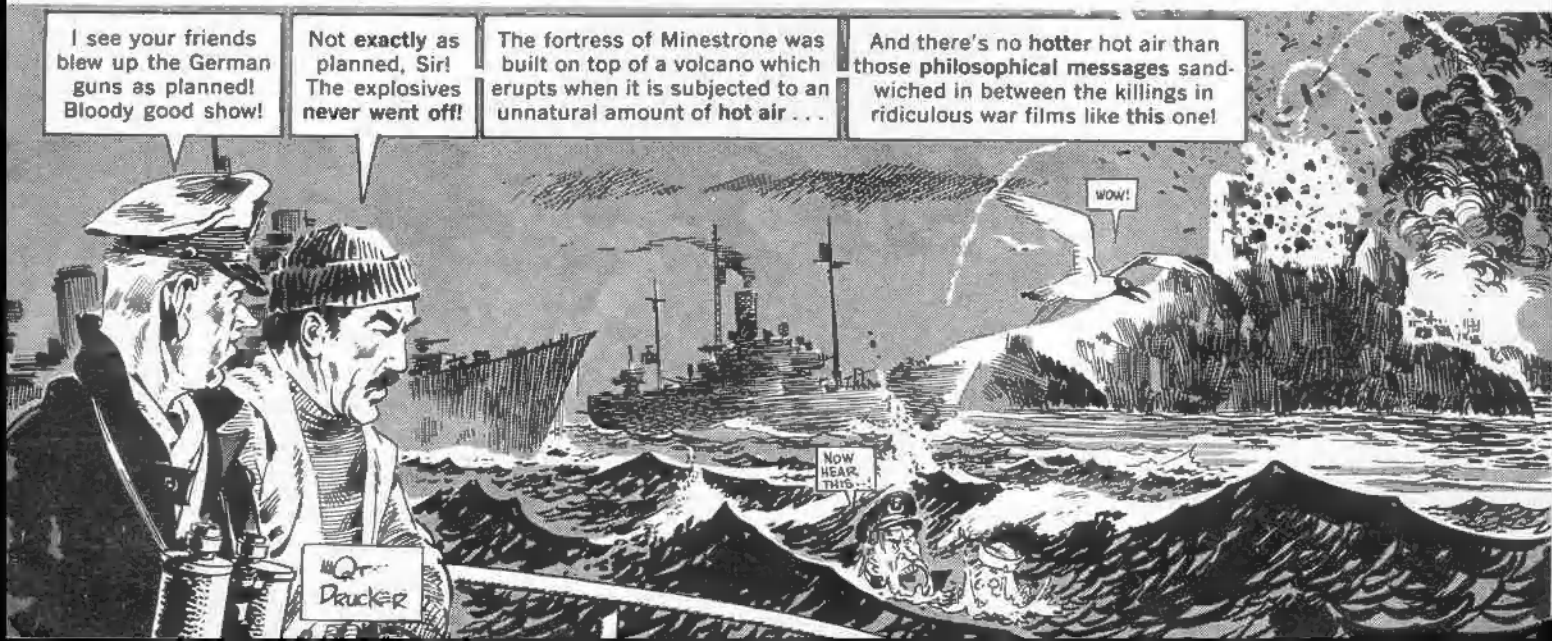


I see your friends blew up the German guns as planned! Bloody good show!

Not exactly as planned, Sir! The explosives never went off!

The fortress of Minestrone was built on top of a volcano which erupts when it is subjected to an unnatural amount of hot air ...

And there's no hotter hot air than those philosophical messages sandwiched in between the killings in ridiculous war films like this one!



Drucker

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| <input type="checkbox"/> The MAD Reader   | <input type="checkbox"/> The Bedside MAD      | <input type="checkbox"/> 40c for 1                    | <input type="checkbox"/> \$2.10 for 6  |
| <input type="checkbox"/> MAD Strikes Back | <input type="checkbox"/> Son of MAD           | <input type="checkbox"/> 75c for 2                    | <input type="checkbox"/> \$2.45 for 7  |
| <input type="checkbox"/> Inside MAD       | <input type="checkbox"/> The Organization MAD | <input type="checkbox"/> \$1.05 for 3                 | <input type="checkbox"/> \$2.80 for 8  |
| <input type="checkbox"/> Utterly MAD      | <input type="checkbox"/> Like, MAD            | <input type="checkbox"/> \$1.40 for 4                 | <input type="checkbox"/> \$3.15 for 9  |
| <input type="checkbox"/> The Brothers MAD | <input type="checkbox"/> The Ides of MAD      | <input type="checkbox"/> \$1.75 for 5                 | <input type="checkbox"/> \$3.50 for 10 |
| <input type="checkbox"/> Fighting MAD     |   | <input type="checkbox"/> Feel generous? \$3.85 for 11 |  |



Wrap your gift with a  
FULL COLOR PICTURE OF  
ALFRED E. NEUMAN

Send 25c for each to: Department What-Color? c/o MAD,  
850 Third Avenue, New York City 22, N. Y.

Just paste one on each  
Christmas package, and  
the person who gets it  
won't expect too much!







Shining glass bottles keep milk and cream wholesome and farm fresh. Glass is clean and pure and—OOPS!! —*slippery*, too! All right, so maybe there *are* some advantages to wax and metal containers after all!

GLASS CONTAINER MANUFACTURERS ASSOCIATION, 99 BRITTLE AVENUE, NEW YORK 16

